



Whitbread in conjunction with the CBI – 2015 Youth Careers Survey

METHODOLOGY NOTE

ComRes interviewed 1,500 16–19 year olds online between 4th and 14th September 2015. Data to be representative of all 16–19 year olds by age, gender and region. ComRes is a member of the British Polling Council and abides by its rules.

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Whitbread Careers Survey

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Base: All respondents

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Base: All respondents

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Base: All who have undertaken work experience

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Base: All excluding didn't receive any advice	
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Base: All excluding didn't receive any advice	
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Base: All respondents	

Whitbread Careers Survey

D1. Are you...?

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Male

Female

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	770	770	-	384	385	251	239	124	155	188	289	161	13	34	81
	51%	100%	-	52%	51%	50%	52%	49%	53%	51%	52%	48%	72%	57%	51%
		b													
Female	730	-	730	355	375	246	219	127	138	181	263	172	5	26	76
	49%	-	100%	48%	49%	50%	48%	51%	47%	49%	48%	52%	28%	43%	49%
		a													

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D1. Are you...?

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Male

Female

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	770	463	84	168	22	17	585	25	28	83	30	597	164
	51%	51%	49%	53%	67%	45%	51%	50%	41%	60%	43%	50%	57%
										fhj			k
Female	730	442	86	150	11	21	561	25	41	55	40	598	124
	49%	49%	51%	47%	33%	55%	49%	50%	59%	40%	57%	50%	43%
							i		i	i		l	

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D1. Are you...?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	770	105	86	61	78	57	62	35	83	75	67	43	18
	51%	59%	41%	48%	56%	41%	55%	55%	49%	57%	54%	56%	61%
		beh			be		be		be	be	be	be	
Female	730	73	124	65	60	84	50	29	86	57	57	33	12
	49%	41%	59%	52%	44%	59%	45%	45%	51%	43%	46%	44%	39%
			adfijk			adfijk			a				

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D1. Are you...?

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	770	103	9	329	33	102	15	615	287	310	284
	51%	59%	59%	49%	53%	54%	69%	50%	57%	54%	49%
		c						gj			
Female	730	73	6	349	29	86	7	612	216	261	298
	49%	41%	41%	51%	47%	46%	31%	50%	43%	46%	51%
			a					h			h

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D1. Are you...?

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Male

Female

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	770	605	161	478	261	651	72	678	67	610	129	532	238	527	205
	51%	50%	56%	55%	45%	51%	57%	50%	60%	53%	43%	51%	52%	55%	42%
			d					g		j				n	
Female	730	604	125	389	318	633	54	666	44	539	170	512	219	427	280
	49%	50%	44%	45%	55%	49%	43%	50%	40%	47%	57%	49%	48%	45%	58%
			c					h		i				m	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D2. How old are you?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED							
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
16	(16)	369	189	180	369	-	141	113	52	63	82	171	2	1	22	85
		25%	25%	25%	50%	-	28%	25%	21%	21%	22%	31%	1%	5%	37%	54%
				d		gh				k	ik			ik	ijklm	
17	(17)	371	195	175	371	-	114	120	69	68	103	180	17	11	21	38
		25%	25%	24%	50%	-	23%	26%	27%	23%	28%	33%	5%	57%	36%	24%
				d						k	k			k	k	
18	(18)	372	207	165	-	372	123	96	65	89	85	136	109	4	9	28
		25%	27%	23%	-	49%	25%	21%	26%	30%	23%	25%	33%	20%	15%	18%
				c		f							ijmn			
19	(19)	388	178	210	-	388	120	130	66	73	98	65	206	3	7	6
		26%	23%	29%	-	51%	24%	28%	26%	25%	27%	12%	62%	18%	12%	4%
			a	c						jmn	n	ijmn		n		
Mean score	17.52	17.49	17.55	16.50	18.51	17.45	17.53	17.57	17.59	17.54	17.17	18.56	17.50	17.02	16.70	
				c						jmn	n	ijmn		n		
Standard deviation	1.12	1.10	1.15	.50	.50	1.14	1.15	1.09	1.08	1.11	1.00	.62	.86	1.01	.88	
Standard error	.03	.04	.04	.02	.02	.05	.05	.07	.06	.06	.04	.03	.21	.13	.07	

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D2. How old are you?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE			
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
	a	b	c	d	e	f	g	h	i	j	k	l		
Significance Level: 95%														
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292	
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
16	(16)	369	271	36	41	5	7	269	12	22	29	24	256	106
		25%	30%	21%	13%	15%	19%	24%	24%	32%	21%	35%	21%	37%
			bc	c							fi		k	
17	(17)	371	250	25	75	5	6	293	14	13	35	12	296	72
		25%	28%	14%	24%	14%	17%	26%	29%	19%	25%	17%	25%	25%
			b		b									
18	(18)	372	182	74	95	5	8	277	9	16	43	20	301	68
		25%	20%	43%	30%	16%	20%	24%	18%	24%	31%	29%	25%	24%
				acde	a									
19	(19)	388	201	36	107	19	17	306	15	18	30	14	342	42
		26%	22%	21%	34%	56%	44%	27%	29%	26%	22%	19%	29%	15%
				ab	ab	abc	ab						l	
Mean score	17.52	17.35	17.65	17.84	18.13	17.90	17.54	17.53	17.44	17.55	17.33	17.61	17.16	
Standard deviation	1.12	1.13	1.04	1.03	1.14	1.18	1.12	1.15	1.19	1.06	1.15	1.11	1.08	
Standard error	.03	.04	.08	.06	.21	.20	.03	.17	.14	.09	.13	.03	.06	

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D2. How old are you?

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15	
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
16	(16)	369	49	53	30	37	39	29	12	43	26	28	19	4
		25%	28%	25%	24%	27%	28%	26%	18%	26%	20%	22%	25%	13%
17	(17)	371	46	51	26	30	28	31	16	37	33	44	18	10
		25%	26%	24%	21%	22%	20%	28%	26%	22%	25%	35%	24%	33%
											bcdeh			
18	(18)	372	45	55	30	41	36	29	20	37	33	18	23	6
		25%	25%	26%	24%	29%	26%	26%	31%	22%	25%	14%	31%	20%
			j	j	j	j	j	j	j	j	j	j	j	
19	(19)	388	38	51	40	30	38	23	16	52	40	35	16	10
		26%	21%	24%	32%	22%	27%	20%	25%	31%	30%	28%	21%	34%
					af					af				
Mean score	17.52	17.40	17.49	17.64	17.46	17.51	17.40	17.64	17.58	17.66	17.48	17.48	17.75	
Standard deviation	1.12	1.11	1.12	1.16	1.11	1.16	1.08	1.05	1.17	1.11	1.13	1.08	1.09	
Standard error	.03	.07	.07	.11	.10	.10	.10	.14	.09	.10	.11	.14	.28	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D2. How old are you?

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY					LIKELY TO DO IN FUTURE					
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
Significance Level: 95%		a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578	
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
16	(16)	369	92	4	198	18	43	3	290	111	139	107
		25%	52%	30%	29%	29%	23%	15%	24%	22%	24%	18%
			cde						j		j	
17	(17)	371	32	3	228	23	48	9	301	139	152	124
		25%	18%	22%	34%	36%	26%	40%	25%	28%	27%	21%
				ae		a				j	j	
18	(18)	372	33	5	164	9	46	7	315	119	131	152
		25%	19%	34%	24%	14%	24%	29%	26%	24%	23%	26%
19	(19)	388	20	2	88	13	50	4	320	133	149	198
		26%	11%	14%	13%	20%	27%	16%	26%	26%	26%	34%
						ac						ghi
Mean score	17.52	16.89	17.32	17.21	17.25	17.55	17.46	17.54	17.54	17.51	17.76	
				a	a	ac					ghi	
Standard deviation	1.12	1.07	1.08	1.01	1.10	1.12	.95	1.12	1.11	1.12	1.11	
Standard error	.03	.08	.28	.04	.15	.08	.20	.03	.05	.05	.05	

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D2. How old are you?

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
16	(16)	369	288	78	209	143	305	36	324	31	274	81	275	94	237	112
		25%	24%	27%	24%	25%	24%	29%	24%	28%	24%	27%	26%	21%	25%	23%
												l				
17	(17)	371	311	59	219	144	326	29	342	20	300	61	262	108	250	104
		25%	26%	21%	25%	25%	25%	23%	25%	18%	26%	20%	25%	24%	26%	21%
											j					n
18	(18)	372	302	70	219	139	313	33	336	25	274	83	257	115	224	132
		25%	25%	24%	25%	24%	24%	26%	25%	22%	24%	28%	25%	25%	24%	27%
19	(19)	388	309	80	221	152	341	28	342	36	301	74	250	139	243	136
		26%	26%	28%	25%	26%	27%	22%	25%	32%	26%	25%	24%	30%	25%	28%
													k			
Mean score	17.52	17.52	17.53	17.52	17.52	17.54	17.42	17.52	17.59	17.52	17.51	17.46	17.65	17.50	17.60	
													k			
Standard deviation	1.12	1.11	1.16	1.11	1.13	1.12	1.13	1.11	1.21	1.12	1.14	1.12	1.12	1.12	1.13	
Standard error	.03	.03	.07	.04	.05	.03	.10	.03	.12	.03	.07	.03	.05	.04	.05	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D3. Which one of these areas or regions do you live in?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North East	64	35	29	28	36	15	21	11	16	14	29	12	1	2	6
	4%	5%	4%	4%	5%	3%	5%	4%	6%	4%	5%	4%	6%	3%	4%
Scotland	124	67	57	72	52	37	41	21	25	32	8	35	1	11	34
	8%	9%	8%	10%	7%	8%	9%	8%	8%	j	1%	j	7%	18%	22%
														ij	ijk
North West	169	83	86	80	89	54	49	29	37	52	71	38	1	2	5
	11%	11%	12%	11%	12%	11%	11%	12%	13%	14%	13%	11%	5%	3%	3%
										mn	mn	mn			
West Midlands	141	57	84	67	74	44	41	33	23	39	48	34	3	5	9
	9%	7%	11%	9%	10%	9%	9%	13%	8%	10%	9%	10%	18%	8%	6%
			a												
Wales	76	43	33	37	39	25	23	13	16	20	19	18	-	1	18
	5%	6%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%	-	2%	12%
															ijkm
Yorkshire	132	75	57	59	73	51	41	16	23	35	49	32	4	4	8
	9%	10%	8%	8%	10%	10%	9%	6%	8%	9%	9%	9%	21%	6%	5%
East Midlands	112	62	50	61	51	35	32	22	23	30	47	21	2	3	9
	7%	8%	7%	8%	7%	7%	7%	9%	8%	8%	8%	6%	12%	5%	6%
East of England	138	78	60	67	71	56	29	28	25	23	68	28	1	5	12
	9%	10%	8%	9%	9%	11%	6%	11%	9%	6%	12%	9%	6%	8%	8%
						f		f			i				
London	178	105	73	95	83	59	60	22	36	40	81	37	1	8	9
	12%	14%	10%	13%	11%	12%	13%	9%	12%	11%	15%	11%	5%	13%	6%
		b									n				
South East	210	86	124	104	106	83	64	31	32	44	79	42	1	15	27
	14%	11%	17%	14%	14%	17%	14%	12%	11%	12%	14%	13%	4%	25%	17%
			a											ijk	
South West	126	61	65	56	70	38	45	21	22	34	41	32	1	4	14
	8%	8%	9%	8%	9%	8%	10%	8%	7%	9%	7%	10%	5%	7%	9%

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D3. Which one of these areas or regions do you live in?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	30	18	12	14	16	-	12	4	14	6	12	4	2	-	6
	2%	2%	2%	2%	2%	-	3%	2%	5%	2%	2%	1%	11%	-	4%
							e	e	eg						
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D3. Which one of these areas or regions do you live in?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North East	64 4%	35 4%	11 6%	12 4%	2 7%	1 3%	55 5%	2 5%	2 3%	3 2%	1 1%	48 4%	14 5%
Scotland	124 8%	74 8%	6 3%	34 11%	7 22%	2 6%	108 9%	3 5%	5 7%	5 4%	3 4%	100 8%	24 8%
North West	169 11%	101 11%	27 16%	33 10%	- -	5 13%	135 12%	6 12%	5 7%	17 12%	2 2%	134 11%	35 12%
West Midlands	141 9%	80 9%	22 13%	30 9%	1 4%	1 3%	103 9%	- -	6 9%	23 17%	5 7%	121 10%	19 6%
Wales	76 5%	48 5%	5 3%	14 5%	- -	5 13% bcd	69 6% i	1 3%	1 2%	2 2%	1 2%	66 6%	10 3%
Yorkshire	132 9%	85 9%	16 9%	22 7%	2 6%	7 20% ac	109 9%	6 12%	3 4%	11 8%	3 4%	103 9%	26 9%
East Midlands	112 7%	65 7%	16 9%	26 8%	3 9%	- -	86 7%	3 6%	6 8%	11 8%	5 7%	80 7%	27 9%
East of England	138 9%	86 9%	16 9%	29 9%	4 11%	1 3%	112 10%	6 12%	5 7%	10 7%	6 8%	114 10%	24 8%
London	178 12%	112 12%	16 9%	36 11%	5 15%	3 9%	72 6%	8 16%	12 17%	40 29%	36 52%	143 12%	34 12%
South East	210 14%	127 14%	25 15%	44 14%	3 8%	4 12%	170 15% i	3 7%	13 19% i	10 7%	8 12%	162 14%	43 15%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D3. Which one of these areas or regions do you live in?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
South West	126	81	9	27	6	3	112	3	8	3	-	99	26
	8%	9%	5%	8%	17%	9%	10%	7%	11%	2%	-	8%	9%
				b			ij	j	ij				
Northern Ireland	30	12	2	12	-	4	16	8	4	2	-	24	6
	2%	1%	1%	4%	-	11%	1%	16%	6%	1%	-	2%	2%
			a		ab		fij	fj					
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D3. Which one of these areas or regions do you live in?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North East	64 4%	-	-	-	-	-	-	64 100%	-	-	-	-	-
								abcdehijk					
Scotland	124 8%	-	-	-	-	-	-	-	-	-	124 100%	-	-
											abcdehijk		
North West	169 11%	-	-	-	-	-	-	-	169 100%	-	-	-	-
									abcdehijk				
West Midlands	141 9%	-	-	-	-	141 100%	-	-	-	-	-	-	-
						abcdehijk							
Wales	76 5%	-	-	-	-	-	-	-	-	-	-	76 100%	-
												abcdehijk	
Yorkshire	132 9%	-	-	-	-	-	-	-	-	132 100%	-	-	-
										abcdehijk			
East Midlands	112 7%	-	-	-	-	-	112 100%	-	-	-	-	-	-
							abcdehijk						
East of England	138 9%	-	-	-	138 100%	-	-	-	-	-	-	-	-
					abcdehijk								
London	178 12%	178 100%	-	-	-	-	-	-	-	-	-	-	-
		bcdehijk											
South East	210 14%	-	210 100%	-	-	-	-	-	-	-	-	-	-
			acdehijk										

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D3. Which one of these areas or regions do you live in?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
South West	126	-	-	126	-	-	-	-	-	-	-	-	-
	8%	-	-	100%	-	-	-	-	-	-	-	-	-
				abdefghijk									
Northern Ireland	30	-	-	-	-	-	-	-	-	-	-	-	30
	2%	-	-	-	-	-	-	-	-	-	-	-	100%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D3. Which one of these areas or regions do you live in?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North East	64 4%	8 4%	1 8%	33 5%	- -	10 5%	1 5%	50 4%	22 4%	25 4%	24 4%
Scotland	124 8%	7 4%	1 8%	9 1%	56 91%	9 5%	3 11%	100 8%	43 9%	55 10%	49 8%
North West	169 11%	16 9%	- -	80 12%	- -	27 14%	4 20%	146 12%	56 11%	61 11%	64 11%
West Midlands	141 9%	20 11%	2 12%	61 9%	1 2%	23 13%	3 14%	115 9%	50 10%	58 10%	59 10%
Wales	76 5%	7 4%	- -	45 7%	1 2%	6 3%	- -	64 5%	21 4%	32 6%	31 5%
Yorkshire	132 9%	17 10%	- -	65 10%	2 3%	13 7%	- -	113 9%	43 9%	50 9%	44 8%
East Midlands	112 7%	12 7%	2 14%	55 8%	- -	21 11%	2 10%	89 7%	49 10%	50 9%	42 7%
East of England	138 9%	20 11%	- -	68 10%	1 2%	15 8%	1 6%	106 9%	40 8%	40 7%	56 10%
London	178 12%	26 15%	2 10%	88 13%	- -	21 11%	2 7%	160 13%	71 14%	70 12%	67 12%
South East	210 14%	21 12%	4 29%	100 15%	- -	27 14%	3 15%	173 14%	56 11%	72 13%	91 16%
South West	126 8%	14 8%	1 6%	66 10%	- -	13 7%	3 13%	91 7%	42 8%	42 7%	47 8%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D3. Which one of these areas or regions do you live in?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	30	8	2	8	-	4	-	20	8	16	8
	2%	5%	14%	1%	-	2%	-	2%	2%	3%	1%
		c									
None of these	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D3. Which one of these areas or regions do you live in?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North East	64	52	12	31	33	51	11	56	5	46	16	47	17	46	16
	4%	4%	4%	4%	6%	4%	9%	4%	5%	4%	5%	5%	4%	5%	3%
				c		e									
Scotland	124	100	24	73	50	106	8	103	16	102	19	91	33	86	33
	8%	8%	8%	8%	9%	8%	7%	8%	14%	9%	6%	9%	7%	9%	7%
								g							
North West	169	139	29	98	70	149	11	156	9	136	27	110	59	112	55
	11%	12%	10%	11%	12%	12%	8%	12%	8%	12%	9%	11%	13%	12%	11%
West Midlands	141	117	24	90	47	117	13	129	6	116	17	96	45	86	48
	9%	10%	8%	10%	8%	9%	10%	10%	5%	10%	6%	9%	10%	9%	10%
								j							
Wales	76	69	7	46	26	69	5	70	4	62	12	52	24	42	28
	5%	6%	2%	5%	4%	5%	4%	5%	4%	5%	4%	5%	5%	4%	6%
		b													
Yorkshire	132	108	24	79	45	113	8	118	8	89	36	84	48	75	52
	9%	9%	8%	9%	8%	9%	6%	9%	7%	8%	12%	8%	10%	8%	11%
										i					
East Midlands	112	88	23	62	46	101	8	104	5	85	24	86	26	75	31
	7%	7%	8%	7%	8%	8%	6%	8%	5%	7%	8%	8%	6%	8%	6%
East of England	138	106	32	74	57	120	10	121	14	105	26	102	36	96	36
	9%	9%	11%	9%	10%	9%	8%	9%	12%	9%	9%	10%	8%	10%	7%
London	178	143	35	113	59	151	19	156	17	133	37	129	49	122	48
	12%	12%	12%	13%	10%	12%	15%	12%	15%	12%	13%	12%	11%	13%	10%
South East	210	167	40	130	69	183	12	194	11	159	45	145	65	126	72
	14%	14%	14%	15%	12%	14%	9%	14%	10%	14%	15%	14%	14%	13%	15%
South West	126	97	29	54	66	104	12	114	10	93	32	86	40	69	55
	8%	8%	10%	6%	11%	8%	9%	8%	9%	8%	11%	8%	9%	7%	11%
				c										m	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D3. Which one of these areas or regions do you live in?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	30	22	8	18	12	20	10	24	6	22	8	16	14	18	12
	2%	2%	3%	2%	2%	2%	8%	2%	5%	2%	3%	2%	3%	2%	2%
None of these	-	-	-	-	-	-	e	-	g	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D4. Which of these best describes your current working status?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Current student/ school pupil	905	463	442	521	384	342	284	144	135	172	332	243	10	44	99
	60%	60%	61%	71%	50%	69%	62%	57%	46%	47%	60%	73%	55%	74%	63%
				d		fgh	h	h			i	ijn		ij	i
Part time paid job	302	158	143	112	189	76	88	63	75	90	117	55	5	9	25
	20%	21%	20%	15%	25%	15%	19%	25%	26%	25%	21%	17%	27%	14%	16%
				c				e	ef	kn					
Left school/ college this summer	170	84	86	60	110	50	55	25	40	53	69	17	2	6	21
	11%	11%	12%	8%	14%	10%	12%	10%	14%	14%	13%	5%	12%	10%	13%
				c						k	k				k
Unemployed (more than 6 months)	38	17	21	14	24	6	9	5	18	18	12	3	-	-	5
	3%	2%	3%	2%	3%	1%	2%	2%	6%	5%	2%	1%	-	-	3%
									efg	jk					
Unemployed (less than 6 months)	33	22	11	10	24	9	13	5	7	20	8	2	-	1	2
	2%	3%	2%	1%	3%	2%	3%	2%	2%	5%	1%	1%	-	2%	2%
				c						jk					
Self-employed part time	17	10	7	4	13	4	2	4	7	5	5	6	-	-	1
	1%	1%	1%	1%	2%	1%	*	2%	3%	1%	1%	2%	-	-	1%
				c					ef						
Full time paid job	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Self-employed full time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please specify)	35	15	20	19	16	11	7	5	11	11	9	7	1	-	4
	2%	2%	3%	3%	2%	2%	2%	2%	4%	3%	2%	2%	6%	-	3%
									f						

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D4. Which of these best describes your current working status?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Current student/ school pupil	905	905	-	-	-	-	682	27	46	89	44	705	194
	60%	100%	-	-	-	-	60%	55%	67%	65%	63%	59%	67%
		bcde											k
Part time paid job	302	-	-	302	-	-	241	10	9	23	14	266	33
	20%	-	-	95%	-	-	21%	21%	12%	17%	21%	22%	11%
				abde								l	
Left school/ college this summer	170	-	170	-	-	-	133	4	9	15	7	135	34
	11%	-	100%	-	-	-	12%	8%	13%	11%	10%	11%	12%
				acde									
Unemployed (more than 6 months)	38	-	-	-	-	38	29	3	1	2	1	25	11
	3%	-	-	-	-	100%	3%	6%	1%	1%	1%	2%	4%
				abcd									
Unemployed (less than 6 months)	33	-	-	-	33	-	22	3	2	2	2	25	8
	2%	-	-	-	100%	-	2%	6%	3%	1%	3%	2%	3%
				abce				f					
Self-employed part time	17	-	-	17	-	-	9	2	3	2	1	14	-
	1%	-	-	5%	-	-	1%	4%	4%	1%	2%	1%	-
				ab				f	f				
Full time paid job	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Self-employed full time	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please specify)	35	-	-	-	-	-	28	-	-	5	1	24	8
	2%	-	-	-	-	-	2%	-	-	3%	1%	2%	3%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D4. Which of these best describes your current working status?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Current student/ school pupil	905	112	127	81	86	80	65	35	101	85	74	48	12
	60%	63%	60%	64%	62%	57%	58%	55%	60%	65%	60%	63%	40%
Part time paid job	302	34	41	27	28	29	23	12	30	19	32	14	12
	20%	19%	20%	21%	20%	21%	20%	19%	18%	15%	26%	19%	40%
Left school/ college this summer	170	16	25	9	16	22	16	11	27	16	6	5	2
	11%	9%	12%	7%	12%	16%	14%	17%	16%	12%	5%	6%	7%
Unemployed (more than 6 months)	38	3	4	3	1	1	-	1	5	7	2	5	4
	3%	2%	2%	3%	1%	1%	-	2%	3%	6%	2%	6%	13%
Unemployed (less than 6 months)	33	5	3	6	4	1	3	2	-	2	7	-	-
	2%	3%	1%	5%	3%	1%	3%	4%	-	2%	6%	-	-
Self-employed part time	17	2	3	-	1	1	3	-	3	2	1	-	-
	1%	1%	1%	-	1%	1%	3%	-	2%	2%	1%	-	-
Full time paid job	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Self-employed full time	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please specify)	35	6	7	-	2	7	2	2	3	-	1	4	-
	2%	3%	4%	-	2%	5%	2%	4%	2%	-	1%	5%	-
		ci	ci			ci		ci				ci	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D4. Which of these best describes your current working status?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
Significance Level: 95%		a	*b	c	d	e	*f	g	h	i	j
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Current student/ school pupil	905	84	8	436	37	94	7	793	262	305	299
	60%	47%	53%	64%	60%	50%	29%	65%	52%	53%	51%
				ae				hij			
Part time paid job	302	44	3	126	19	40	8	242	130	139	147
	20%	25%	18%	19%	31%	21%	35%	20%	26%	24%	25%
				c				g		g	g
Left school/ college this summer	170	33	2	75	-	27	4	123	64	71	65
	11%	19%	14%	11%	-	14%	17%	10%	13%	12%	11%
		cd		d		d					
Unemployed (more than 6 months)	38	8	-	11	1	10	1	18	15	18	25
	3%	4%	-	2%	2%	5%	4%	1%	3%	3%	4%
		c				c		g	g	g	g
Unemployed (less than 6 months)	33	3	2	12	3	10	-	15	14	16	18
	2%	2%	15%	2%	6%	5%	-	1%	3%	3%	3%
				c				g	g	g	g
Self-employed part time	17	3	-	5	1	2	-	11	8	12	11
	1%	2%	-	1%	2%	1%	-	1%	2%	2%	2%
									g		
Full time paid job	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Self-employed full time	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other (please specify)	35	2	-	13	-	5	3	26	9	10	18
	2%	1%	-	2%	-	3%	15%	2%	2%	2%	3%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D4. Which of these best describes your current working status?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Current student/ school pupil	905	736	168	508	371	807	53	833	54	713	170	673	232	586	287
	60%	61%	59%	59%	64%	63%	42%	62%	49%	62%	57%	64%	51%	61%	59%
				c		f		h				l			
Part time paid job	302	255	46	200	93	252	39	266	28	237	57	192	110	203	90
	20%	21%	16%	23%	16%	20%	31%	20%	26%	21%	19%	18%	24%	21%	19%
				d		e							k		
Left school/ college this summer	170	128	41	99	62	132	19	147	13	119	39	112	58	101	58
	11%	11%	14%	11%	11%	10%	15%	11%	11%	10%	13%	11%	13%	11%	12%
Unemployed (more than 6 months)	38	24	14	16	21	28	4	26	8	22	13	16	22	21	15
	3%	2%	5%	2%	4%	2%	3%	2%	7%	2%	4%	2%	5%	2%	3%
			a		c			g			i		k		
Unemployed (less than 6 months)	33	23	10	15	17	24	7	26	4	20	11	18	15	18	12
	2%	2%	4%	2%	3%	2%	6%	2%	4%	2%	4%	2%	3%	2%	3%
					e						i				
Self-employed part time	17	13	4	13	4	13	3	16	1	14	3	9	8	9	8
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%
Full time paid job	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Self-employed full time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (please specify)	35	30	3	17	12	28	2	29	2	24	7	23	11	16	14
	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	3%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual worker Semi or unskilled manual worker(e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	163 11%	85 11%	77 11%	70 9%	93 12%	- -	- -	- -	163 55% efg	55 15% k	60 11%	23 7%	4 22%	5 8%	14 9%
Skilled manual worker Skilled manual worker(e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/ bar worker, etc.)	251 17%	124 16%	127 17%	121 16%	130 17%	- -	- -	251 100% efh	- -	78 21% km	95 17% m	50 15%	2 11%	4 7%	22 14%
Supervisory or clerical/ junior managerial/ professional/ administrative Supervisory or clerical/ junior managerial/ professional/ administrative(e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)	232 15%	103 13%	129 18% a	119 16%	113 15%	- -	232 51% egh	- -	- -	47 13%	95 17%	51 15%	1 6%	6 10%	31 20% i

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Intermediate managerial/ professional/ administrative Intermediate managerial/ professional/ administrative(e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principal officer in civil service/ local government)	308 21%	157 20%	151 21%	163 22%	146 19%	308 62% fgh	- - -	- - -	- - -	49 13%	126 23% i	76 23% i	1 6%	16 27% i	40 26% i
Higher managerial/ professional/ administrative Higher managerial/ professional/ administrative(e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))	190 13%	94 12%	96 13%	92 12%	97 13%	190 38% fgh	- - -	- - -	- - -	32 9%	71 13%	44 13%	1 5%	24 40% ijkn	16 10%
Student	226 15%	136 18% b	90 12%	114 15%	113 15%	- - -	226 49% egh	- - -	- - -	63 17% jm	56 10%	74 22% jmn	7 39%	3 5%	22 14%

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Casual worker - not in permanent employment	41 3%	22 3%	18 3%	21 3%	20 3%	- -	- -	- -	41 14% efg	6 2%	21 4% i	8 2%	- -	1 1%	3 2%
Housewife/ Homemaker	5 *	1 *	4 1%	2 *	4 *	- -	- -	- -	5 2% efg	2 *	3 *	- -	- -	- -	1 1%
Retired and living on state pension	14 1%	7 1%	7 1%	7 1%	6 1%	- -	- -	- -	14 5% efg	4 1%	2 *	3 1%	1 6%	1 2%	2 1%
Unemployed or not working due to long-term sickness	60 4%	35 5%	25 3%	23 3%	37 5%	- -	- -	- -	60 21% efg	27 7% jkn	20 4% k	4 1%	1 6%	1 2%	4 3%
Full-time carer of other household member	11 1%	5 1%	6 1%	8 1%	2 *	- -	- -	- -	11 4% efg	6 2%	2 *	1 *	- -	- -	1 1%

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual worker Semi or unskilled manual worker(e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	163	73	17	57	4	7	115	5	5	24	10	129	30
	11%	8%	10%	18% ab	12%	18% a	10%	10%	7%	17% f	14%	11%	11%
Skilled manual worker Skilled manual worker(e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc.)	251	144	25	67	5	5	194	13	10	17	13	194	54
	17%	16%	15%	21% a	14%	12%	17%	26% i	14%	12%	19%	16%	19%
Supervisory or clerical/ junior managerial/ professional/ administrative Supervisory or clerical/ junior managerial/ professional/ administrative(e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)	232	140	22	54	8	5	171	10	11	21	15	194	35
	15%	15%	13%	17%	23%	12%	15%	20%	16%	15%	21%	16%	12%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Intermediate managerial/ professional/ administrative Intermediate managerial/ professional/ administrative(e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principal officer in civil service/local government)	308	212	27	55	4	5	248	4	15	23	12	247	60
	21%	23%	16%	17%	13%	12%	22%	9%	21%	17%	17%	21%	21%
		bc					g						
Higher managerial/ professional/ administrative Higher managerial/ professional/ administrative(e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))	190	130	22	25	4	2	149	6	9	16	8	158	32
	13%	14%	13%	8%	13%	5%	13%	12%	13%	12%	12%	13%	11%
		c											
Student	226	145	34	36	5	4	174	7	9	22	7	175	48
	15%	16%	20%	11%	16%	11%	15%	13%	13%	16%	10%	15%	17%
		c	c										

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Casual worker - not in permanent employment	41	14	5	20	-	-	27	3	3	7	2	33	6
	3%	2%	3%	6%	-	-	2%	6%	4%	5%	2%	3%	2%
			a										
Housewife/ Homemaker	5	-	3	2	-	1	4	-	1	-	-	5	-
	*	-	2%	1%	-	2%	*	-	1%	-	-	*	-
			a	a		a							
Retired and living on state pension	14	6	3	2	-	2	11	-	1	2	-	8	6
	1%	1%	2%	1%	-	6%	1%	-	1%	1%	-	1%	2%
				ac		k							
Unemployed or not working due to long-term sickness	60	38	10	1	2	7	44	2	5	6	3	45	15
	4%	4%	6%	*	7%	18%	4%	4%	7%	4%	4%	4%	5%
		c	c	c	abc								
Full-time carer of other household member	11	4	2	1	1	1	9	-	1	-	-	7	2
	1%	*	1%	*	3%	2%	1%	-	2%	-	-	1%	1%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual worker Semi or unskilled manual worker(e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	163 11%	22 12%	18 8%	10 8%	15 11%	13 9%	12 10%	7 12%	21 13%	15 12%	12 9%	12 16%	6 20%
Skilled manual worker Skilled manual worker(e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc.)	251 17%	22 12%	31 15%	21 17%	28 20%	33 23% abi	22 20%	11 17%	29 17%	16 12%	21 17%	13 17%	4 13%
Supervisory or clerical/ junior managerial/ professional/ administrative Supervisory or clerical/ junior managerial/ professional/ administrative(e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)	232 15%	32 18%	42 20%	24 19%	18 13%	15 10%	15 13%	6 9%	26 15%	20 15%	18 14%	9 12%	8 26%
		e	eg										

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	Total	REGION											
		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Intermediate managerial/ professional/ administrative Intermediate managerial/ professional/ administrative(e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principal officer in civil service/local government)	308 21%	37 21%	42 20%	24 19%	34 24%	24 17%	30 27%	7 10%	31 18%	36 27%	27 22%	17 22%	- -
					g		g			eg			
Higher managerial/ professional/ administrative Higher managerial/ professional/ administrative(e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))	190 13%	22 12%	41 19%	14 11%	22 16%	20 14%	5 5%	9 14%	23 13%	16 12%	11 9%	7 10%	- -
		f	afj		f	f		f	f	f			
Student	226 15%	28 16%	22 10%	21 17%	11 8%	26 19%	17 15%	16 24%	23 14%	22 16%	23 19%	14 18%	4 13%
		d		d		bd		bd		d	bd	d	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Casual worker - not in permanent employment	41 3%	6 4%	7 3%	4 3%	1 1%	2 1%	5 5%	2 4%	6 4%	2 1%	2 2%	- -	2 7%
Housewife/ Homemaker	5 *	- -	1 *	1 1%	- -	- -	- -	- -	3 2%	- -	1 1%	- -	- -
Retired and living on state pension	14 1%	2 1%	3 1%	2 2%	- -	2 1%	- -	- -	2 1%	1 1%	1 1%	1 2%	- -
Unemployed or not working due to long-term sickness	60 4%	6 3%	2 1%	3 3%	7 5%	7 5%	4 4%	6 9%	4 2%	5 4%	8 7%	2 3%	6 20%
Full-time carer of other household member	11 1%	- -	3 1%	1 1%	3 2%	- -	2 2%	1 2%	2 1%	- -	- -	- -	- -

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual worker Semi or unskilled manual worker(e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	163 11%	27 15%	- -	69 10%	8 13%	29 16%	1 5%	121 10%	42 8%	70 12%	73 13%
		c				c				h	h
Skilled manual worker Skilled manual worker(e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc.)	251 17%	33 19%	- -	106 16%	12 20%	41 22%	8 37%	193 16%	104 21%	114 20%	106 18%
						c			g	g	
Supervisory or clerical/ junior managerial/ professional/ administrative Supervisory or clerical/ junior managerial/ professional/ administrative(e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)	232 15%	18 10%	5 30%	114 17%	8 13%	34 18%	1 6%	197 16%	79 16%	78 14%	86 15%
				a		a					

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Intermediate managerial/ professional/ administrative Intermediate managerial/ professional/ administrative(e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principal officer in civil service/local government)	308 21%	18 10%	5 31%	177 26% ae	13 21% ae	13 7%	1 4%	274 22% hi	74 15%	77 14%	108 19% i
Higher managerial/ professional/ administrative Higher managerial/ professional/ administrative(e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))	190 13%	12 7%	3 18%	104 15% ae	7 12%	10 5%	2 9%	171 14% hij	47 9%	53 9%	57 10%
Student	226 15%	39 22% cd	2 14%	61 9%	6 10%	38 20% c	8 35%	187 15%	109 22% gj	117 21% g	97 17%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Casual worker - not in permanent employment	41 3%	6 3%	1 6%	20 3%	- -	4 2%	- -	31 3%	20 4%	19 3%	17 3%
Housewife/ Homemaker	5 *	2 1%	- -	3 *	- -	- -	- -	2 *	3 1%	2 *	5 1%
Retired and living on state pension	14 1%	4 2%	- -	5 1%	1 2%	1 1%	- -	10 1%	4 1%	2 *	8 1%
Unemployed or not working due to long-term sickness	60 4%	13 8%	- -	18 3%	6 10%	15 8%	- -	36 3%	19 4%	33 6%	19 3%
Full-time carer of other household member	11 1%	3 2%	- -	2 *	- -	3 1%	1 6%	4 *	2 *	5 1%	6 1%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual worker Semi or unskilled manual worker(e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	163 11%	126 10%	36 13%	95 11%	60 10%	136 11%	16 13%	144 11%	16 14%	115 10%	41 14%	102 10%	61 13% k	97 10%	56 12%
Skilled manual worker Skilled manual worker(e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/ bar worker, etc.)	251 17%	203 17%	48 17%	138 16%	107 19%	212 17%	23 18%	232 17%	12 11%	196 17%	48 16%	184 18%	68 15%	174 18%	70 14%
Supervisory or clerical/ junior managerial/ professional/ administrative Supervisory or clerical/ junior managerial/ professional/ administrative(e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)	232 15%	187 15%	44 16%	126 15%	98 17%	202 16%	16 13%	211 16%	15 13%	184 16%	43 15%	160 15%	72 16%	139 15%	82 17%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Intermediate managerial/ professional/ administrative Intermediate managerial/ professional/ administrative(e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principal officer in civil service/ local government)	308 21%	260 21%	48 17%	154 18%	142 25% c	270 21%	20 16%	284 21%	18 16%	235 20%	64 21%	220 21%	88 19%	172 18%	127 26% m
Higher managerial/ professional/ administrative Higher managerial/ professional/ administrative(e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))	190 13%	155 13%	34 12%	135 16% d	50 9%	173 13% f	7 5%	181 13% h	7 6%	153 13%	30 10%	143 14%	47 10%	135 14% n	49 10%
Student	226 15%	178 15%	45 16%	149 17% d	70 12%	184 14% e	30 24%	187 14%	26 24% g	177 15%	36 12%	153 15%	73 16%	153 16%	61 13%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D5. Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best.

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Casual worker - not in permanent employment	41 3%	35 3%	6 2%	31 4%	10 2%	34 3%	4 3%	35 3%	5 4%	30 3%	11 4%	30 3%	10 2%	32 3%	9 2%
Housewife/ Homemaker	5 *	4 *	1 *	4 *	2 *	5 *	- -	4 *	1 1%	3 *	3 1%	2 *	4 1%	3 *	3 1%
Retired and living on state pension	14 1%	10 1%	4 1%	4 *	10 2%	12 1%	1 1%	12 1%	1 1%	10 1%	2 1%	9 1%	4 1%	6 1%	6 1%
Unemployed or not working due to long-term sickness	60 4%	42 4%	18 6%	27 3%	27 5%	49 4%	7 5%	48 4%	8 7%	38 3%	19 6%	34 3%	26 6%	36 4%	20 4%
Full-time carer of other household member	11 1%	9 1%	1 *	5 1%	5 1%	8 1%	2 1%	8 1%	2 2%	8 1%	2 1%	7 1%	4 1%	7 1%	2 *

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

SEG code

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A	190	94	96	92	97	190	-	-	-	32	71	44	1	24	16
	13%	12%	13%	12%	13%	38%	-	-	-	9%	13%	13%	5%	40%	10%
						fgh								ijkl	
B	308	157	151	163	146	308	-	-	-	49	126	76	1	16	40
	21%	20%	21%	22%	19%	62%	-	-	-	13%	23%	23%	6%	27%	26%
						fgh					i	i		i	i
C1	458	239	219	233	226	-	458	-	-	110	152	125	8	9	53
	31%	31%	30%	31%	30%	-	100%	-	-	30%	27%	38%	44%	15%	34%
							efg			m	m	ijm			m
C2	251	124	127	121	130	-	-	251	-	78	95	50	2	4	22
	17%	16%	17%	16%	17%	-	-	100%	-	21%	17%	15%	11%	7%	14%
								efh		km	m				
D	163	85	77	70	93	-	-	-	163	55	60	23	4	5	14
	11%	11%	11%	9%	12%	-	-	-	55%	15%	11%	7%	22%	8%	9%
									efg	k					
E	130	70	61	61	69	-	-	-	130	44	48	15	2	3	11
	9%	9%	8%	8%	9%	-	-	-	45%	12%	9%	5%	13%	5%	7%
									efg	k	k				
NETS															
Net: AB	498	251	246	255	243	498	-	-	-	82	197	120	2	40	56
	33%	33%	34%	34%	32%	100%	-	-	-	22%	36%	36%	11%	66%	36%
						fgh					i	i		ijkl	i
Net: C1C2	709	363	346	354	356	-	458	251	-	188	247	175	10	13	75
	47%	47%	47%	48%	47%	-	100%	100%	-	51%	45%	52%	55%	21%	48%
							eh	eh		m	m	jm			m
Net: DE	293	155	138	131	162	-	-	-	293	99	108	39	6	8	25
	20%	20%	19%	18%	21%	-	-	-	100%	27%	20%	12%	34%	13%	16%
									efg	jkmn	k				

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

SEG code

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A	190	130	22	25	4	2	149	6	9	16	8	158	32
	13%	14%	13%	8%	13%	5%	13%	12%	13%	12%	12%	13%	11%
		c											
B	308	212	27	55	4	5	248	4	15	23	12	247	60
	21%	23%	16%	17%	13%	12%	22%	9%	21%	17%	17%	21%	21%
		bc					g						
C1	458	284	55	90	13	9	345	17	20	43	22	369	84
	31%	31%	33%	28%	38%	24%	30%	34%	28%	31%	32%	31%	29%
C2	251	144	25	67	5	5	194	13	10	17	13	194	54
	17%	16%	15%	21%	14%	12%	17%	26%	14%	12%	19%	16%	19%
			a					i					
D	163	73	17	57	4	7	115	5	5	24	10	129	30
	11%	8%	10%	18%	12%	18%	10%	10%	7%	17%	14%	11%	11%
			ab			a			f				
E	130	62	23	26	3	11	95	5	11	14	5	99	28
	9%	7%	13%	8%	10%	29%	8%	10%	16%	10%	6%	8%	10%
			a		abc			f					
NETS													
Net: AB	498	342	50	79	9	6	397	11	23	39	20	404	92
	33%	38%	29%	25%	26%	17%	35%	21%	34%	29%	29%	34%	32%
		bce											
Net: C1C2	709	428	81	157	18	14	538	30	29	60	35	563	138
	47%	47%	47%	49%	52%	36%	47%	59%	43%	44%	50%	47%	48%
Net: DE	293	135	40	82	7	18	210	10	16	38	14	227	58
	20%	15%	23%	26%	22%	47%	18%	20%	23%	28%	20%	19%	20%
			a	a	abcd			f					

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

SEG code

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A	190	22	41	14	22	20	5	9	23	16	11	7	-
	13%	12%	19%	11%	16%	14%	5%	14%	13%	12%	9%	10%	-
		f	afj		f	f		f	f	f			
B	308	37	42	24	34	24	30	7	31	36	27	17	-
	21%	21%	20%	19%	24%	17%	27%	10%	18%	27%	22%	22%	-
					g		g			eg			
C1	458	60	64	45	29	41	32	21	49	41	41	23	12
	31%	34%	30%	36%	21%	29%	28%	33%	29%	31%	33%	30%	40%
		d		d									
C2	251	22	31	21	28	33	22	11	29	16	21	13	4
	17%	12%	15%	17%	20%	23%	20%	17%	17%	12%	17%	17%	13%
						abi							
D	163	22	18	10	15	13	12	7	21	15	12	12	6
	11%	12%	8%	8%	11%	9%	10%	12%	13%	12%	9%	16%	20%
E	130	14	15	12	11	11	11	9	16	8	13	4	8
	9%	8%	7%	9%	8%	8%	10%	14%	9%	6%	11%	5%	27%
NETS													
Net: AB	498	59	83	38	56	44	35	15	54	51	37	25	-
	33%	33%	40%	30%	40%	31%	31%	24%	32%	39%	30%	32%	-
			g		g				g				
Net: C1C2	709	83	95	66	57	74	54	32	78	57	62	36	16
	47%	46%	45%	52%	41%	52%	48%	51%	46%	43%	50%	47%	53%
Net: DE	293	36	32	22	25	23	23	16	37	23	25	16	14
	20%	20%	15%	17%	18%	17%	20%	26%	22%	18%	20%	21%	47%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

SEG code

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A	190 13%	12 7%	3 18%	104 15% ae	7 12%	10 5%	2 9%	171 14% hij	47 9%	53 9%	57 10%
B	308 21%	18 10%	5 31%	177 26% ae	13 21% ae	13 7%	1 4%	274 22% hi	74 15%	77 14%	108 19% i
C1	458 31%	57 32%	7 45%	175 26%	14 23%	72 38% cd	9 40%	384 31%	188 38% gj	196 34%	183 31%
C2	251 17%	33 19%	- -	106 16%	12 20%	41 22% c	8 37%	193 16%	104 21% g	114 20% g	106 18%
D	163 11%	27 15% c	- -	69 10%	8 13%	29 16% c	1 5%	121 10%	42 8% h	70 12% h	73 13% h
E	130 9%	28 16% c	1 6%	47 7%	7 12%	23 12% c	1 6%	84 7%	47 9%	61 11% g	54 9%
NETS											
Net: AB	498 33%	31 17%	7 49%	281 41% ae	20 32% ae	22 12%	3 13%	445 36% hij	121 24%	130 23%	165 28% i
Net: C1C2	709 47%	91 51% c	7 45%	281 41%	27 43%	113 60% cd	17 77%	577 47%	292 58% gj	310 54% g	289 50%
Net: DE	293 20%	55 31% c	1 6%	116 17%	15 25%	52 28% c	2 10%	205 17%	90 18%	131 23% gh	127 22% g

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

SEG code

Base: All respondents

Significance Level: 95%

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A	190	155	34	135	50	173	7	181	7	153	30	143	47	135	49
	13%	13%	12%	16%	9%	13%	5%	13%	6%	13%	10%	14%	10%	14%	10%
			d	f	h								n		
B	308	260	48	154	142	270	20	284	18	235	64	220	88	172	127
	21%	21%	17%	18%	25%	21%	16%	21%	16%	20%	21%	21%	19%	18%	26%
			c											m	
C1	458	365	90	275	168	386	47	398	41	361	80	313	145	292	143
	31%	30%	31%	32%	29%	30%	37%	30%	37%	31%	27%	30%	32%	31%	30%
C2	251	203	48	138	107	212	23	232	12	196	48	184	68	174	70
	17%	17%	17%	16%	19%	17%	18%	17%	11%	17%	16%	18%	15%	18%	14%
D	163	126	36	95	60	136	16	144	16	115	41	102	61	97	56
	11%	10%	13%	11%	10%	11%	13%	11%	14%	10%	14%	10%	13%	10%	12%
												k			
E	130	100	29	71	53	107	13	106	17	88	36	82	48	83	40
	9%	8%	10%	8%	9%	8%	11%	8%	15%	8%	12%	8%	11%	9%	8%
								g		i					
NETS															
Net: AB	498	415	83	289	192	443	27	464	25	388	94	363	135	307	176
	33%	34%	29%	33%	33%	34%	22%	35%	23%	34%	31%	35%	30%	32%	36%
				f	h							l			
Net: C1C2	709	568	138	413	275	598	69	629	53	557	128	497	213	466	213
	47%	47%	48%	48%	47%	47%	55%	47%	48%	48%	43%	48%	47%	49%	44%
Net: DE	293	227	65	166	112	243	30	250	32	204	78	184	109	181	96
	20%	19%	23%	19%	19%	19%	24%	19%	29%	18%	26%	18%	24%	19%	20%
								g		i		k			

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White - English / Welsh / Scottish / Northern Irish / British	1146	585	561	563	583	397	345	194	210	303	393	264	14	42	127
	76%	76%	77%	76%	77%	80%	75%	77%	72%	82%	71%	79%	75%	70%	81%
						h				jm		j			j
White - Irish	19	8	11	11	8	4	7	4	4	-	12	3	-	1	3
	1%	1%	1%	2%	1%	1%	2%	2%	1%	-	2%	1%	-	2%	2%
											i			i	i
White - Gypsy or Irish Traveller	4	4	-	2	2	1	-	1	2	-	1	2	-	1	-
	*	1%	-	*	*	*	-	*	1%	-	*	1%	-	2%	-
		b												ij	
White - Other (Please specify)	27	13	14	13	14	6	10	8	4	6	10	4	-	2	5
	2%	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%	1%	-	3%	3%
								e							
Mixed/Multiple - White and Black Caribbean	25	14	11	14	11	4	10	6	5	9	6	5	-	1	5
	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	-	1%	3%
Mixed/Multiple - White and Black African	13	3	10	6	7	5	3	1	4	2	4	5	-	-	2
	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	2%	-	-	1%
		a													
Mixed/Multiple - White and Asian	21	9	12	7	14	9	5	2	6	1	8	10	-	1	1
	1%	1%	2%	1%	2%	2%	1%	1%	2%	*	1%	3%	-	1%	1%
												i			
Mixed/Multiple - Other (Please specify)	10	2	8	8	2	6	1	1	2	1	4	1	1	2	-
	1%	*	1%	1%	*	1%	*	*	1%	*	1%	*	5%	4%	-
														ijkln	

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Asian or Asian British - Indian	44	29	14	17	26	15	14	4	11	9	10	15	2	2	5
	3%	4%	2%	2%	3%	3%	3%	2%	4%	2%	2%	4%	10%	3%	3%
		b									j				
Asian or Asian British - Pakistani	30	18	12	18	13	6	9	6	10	6	19	2	1	-	2
	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	3%	1%	6%	-	1%
											k				
Asian or Asian British - Bangladeshi	30	21	9	15	15	5	9	5	10	7	17	5	-	-	1
	2%	3%	1%	2%	2%	1%	2%	2%	4%	2%	3%	1%	-	-	1%
		b							e						
Asian or Asian British - Chinese	18	8	10	6	12	7	7	-	4	1	10	3	-	2	3
	1%	1%	1%	1%	2%	2%	2%	-	1%	*	2%	1%	-	3%	2%
							g				i			i	
Asian or Asian British - Other (Please specify)	15	6	9	8	7	6	4	2	4	2	8	3	-	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	-	2%	-
Black or Black British - Caribbean	21	7	14	13	8	5	8	5	2	7	7	1	-	2	2
	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	*	-	3%	1%
Black or Black British - African	46	23	24	23	24	15	12	8	11	7	29	7	1	1	-
	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	5%	2%	4%	2%	-
											ikn				
Black or Black British - Other (Please specify)	2	-	2	-	2	-	2	-	1	-	2	-	-	-	-
	*	-	*	-	*	-	*	-	*	-	*	-	-	-	-
Other - Arab (Please specify)	2	1	1	1	1	-	2	-	-	-	-	1	-	1	-
	*	*	*	*	*	-	*	-	-	-	-	*	-	1%	-
														ij	

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Any Other (Please specify)	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-
	*	-	*	*	-	-	-	*	-	-	*	-	-	-	-
Prefer not to say	25	18	8	15	11	6	10	4	5	8	11	2	-	2	2
	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	*	-	3%	1%
														k	
NETS															
Net: White Other	50	25	25	26	24	11	17	13	10	6	23	9	-	4	8
	3%	3%	3%	4%	3%	2%	4%	5%	3%	2%	4%	3%	-	6%	5%
								e			i			i	i
Net: Mixed/Multiple	69	28	41	35	34	23	20	10	16	12	21	20	1	4	8
	5%	4%	6%	5%	5%	5%	4%	4%	6%	3%	4%	6%	5%	7%	5%
Net: Asian	137	83	55	64	74	39	43	17	38	25	64	28	3	5	10
	9%	11%	7%	9%	10%	8%	9%	7%	13%	7%	12%	8%	16%	8%	7%
		b							eg		i				
Net: Black	70	30	40	36	34	20	22	13	14	14	38	8	1	3	2
	5%	4%	5%	5%	4%	4%	5%	5%	5%	4%	7%	2%	4%	5%	1%
											ikn				

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White - English / Welsh / Scottish / Northern Irish / British	1146	682	133	250	22	29	1146	-	-	-	-	914	218
	76%	75%	78%	79%	67%	77%	100%	-	-	-	-	77%	76%
							ghij						
White - Irish	19	11	-	7	-	2	-	19	-	-	-	15	4
	1%	1%	-	2%	-	5%	-	38%	-	-	-	1%	1%
								fhij					
White - Gypsy or Irish Traveller	4	1	-	2	1	-	-	4	-	-	-	2	1
	*	*	-	1%	3%	-	-	8%	-	-	-	*	*
								fhij					
White - Other (Please specify)	27	16	4	4	2	1	-	27	-	-	-	22	5
	2%	2%	2%	1%	6%	3%	-	54%	-	-	-	2%	2%
								fhij					
Mixed/Multiple - White and Black Caribbean	25	15	5	3	1	-	-	-	25	-	-	16	8
	2%	2%	3%	1%	4%	-	-	-	36%	-	-	1%	3%
								fgij					
Mixed/Multiple - White and Black African	13	7	1	4	1	1	-	-	13	-	-	12	1
	1%	1%	*	1%	3%	2%	-	-	19%	-	-	1%	*
								fgij					
Mixed/Multiple - White and Asian	21	17	1	3	-	-	-	-	21	-	-	13	8
	1%	2%	*	1%	-	-	-	-	31%	-	-	1%	3%
								fgij					k
Mixed/Multiple - Other (Please specify)	10	7	2	1	-	-	-	-	10	-	-	9	1
	1%	1%	1%	*	-	-	-	-	14%	-	-	1%	*
								fgij					

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Asian or Asian British - Indian	44 3%	28 3%	4 2%	7 2%	1 4%	1 3%	- -	- -	- -	44 32% fghj	- -	36 3%	8 3%
Asian or Asian British - Pakistani	30 2%	23 3%	3 2%	4 1%	- -	1 2%	- -	- -	- -	30 22% fghj	- -	24 2%	6 2%
Asian or Asian British - Bangladeshi	30 2%	12 1%	5 3%	11 3% a	1 2%	- -	- -	- -	- -	30 22% fghj	- -	26 2%	4 1%
Asian or Asian British - Chinese	18 1%	16 2%	1 *	1 *	- -	- -	- -	- -	- -	18 13% fghj	- -	15 1%	3 1%
Asian or Asian British - Other (Please specify)	15 1%	12 1%	2 1%	2 1%	- -	- -	- -	- -	- -	15 11% fghj	- -	12 1%	3 1%
Black or Black British - Caribbean	21 1%	14 2%	2 1%	5 2%	- -	- -	- -	- -	- -	21 30% fghi	14 1%	6 2%	
Black or Black British - African	46 3%	30 3%	4 2%	9 3%	2 6%	1 2%	- -	- -	- -	46 67% fghi	41 3%	6 2%	
Black or Black British - Other (Please specify)	2 *	- -	1 1% a	1 * a	- -	- -	- -	- -	- -	2 3% fi	1 *	1 *	

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other - Arab (Please specify)	2	2	-	-	-	-	-	-	-	-	-	2	-
	*	*	-	-	-	-	-	-	-	-	-	*	-
Any Other (Please specify)	1	1	-	-	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	-	-	-	-	-	-	*	-
Prefer not to say	25	13	3	5	2	2	-	-	-	-	-	18	6
	2%	1%	2%	1%	5%	5%	-	-	-	-	-	2%	2%
NETS													
Net: White Other	50	27	4	12	3	3	-	50	-	-	-	39	9
	3%	3%	2%	4%	9%	8%	-	100%	-	-	-	3%	3%
					b			fhij					
Net: Mixed/Multiple	69	46	9	11	2	1	-	-	69	-	-	50	18
	5%	5%	5%	3%	7%	2%	-	-	100%	-	-	4%	6%
								fgij					
Net: Asian	137	89	15	25	2	2	-	-	-	137	-	114	24
	9%	10%	9%	8%	6%	5%	-	-	-	100%	-	10%	8%
									fgjh				
Net: Black	70	44	7	16	2	1	-	-	-	-	70	57	13
	5%	5%	4%	5%	6%	2%	-	-	-	-	100%	5%	4%
										fghi			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White - English / Welsh / Scottish / Northern Irish / British	1146	72	170	112	112	103	86	55	135	109	108	69	16
	76%	41%	81%	89%	81%	73%	77%	86%	80%	82%	87%	90%	53%
			a	aefh	a	a	a	ae	a	a	aef	aef	
White - Irish	19	2	1	-	2	-	-	2	1	2	-	1	8
	1%	1%	*	-	2%	-	-	4%	*	1%	-	2%	26%
							bcef						
White - Gypsy or Irish Traveller	4	-	1	-	-	-	1	-	1	1	-	-	-
	*	-	*	-	-	-	1%	-	1%	1%	-	-	-
White - Other (Please specify)	27	6	2	3	4	-	2	-	4	3	3	-	-
	2%	4%	1%	3%	3%	-	2%	-	3%	2%	2%	-	-
		be											
Mixed/Multiple - White and Black Caribbean	25	6	3	1	1	3	5	1	2	-	-	-	4
	2%	3%	1%	1%	1%	2%	4%	2%	1%	-	-	-	14%
		i					ij						
Mixed/Multiple - White and Black African	13	2	1	2	1	2	1	-	-	1	1	1	-
	1%	1%	*	2%	1%	2%	1%	-	-	1%	1%	2%	-
Mixed/Multiple - White and Asian	21	2	9	2	1	1	-	-	3	1	2	-	-
	1%	1%	4%	2%	1%	1%	-	-	2%	1%	2%	-	-
			f										
Mixed/Multiple - Other (Please specify)	10	2	1	2	1	-	-	1	1	1	1	-	-
	1%	1%	*	2%	1%	-	-	2%	1%	1%	1%	-	-
Asian or Asian British - Indian	44	10	1	-	5	6	5	1	8	4	4	-	-
	3%	6%	*	-	4%	4%	5%	2%	4%	3%	3%	-	-
		bc			bc	bc	bc		bc	b			

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Asian or Asian British - Pakistani	30 2%	7 4%	3 1%	- -	1 1%	8 6%	3 3%	1 2%	3 2%	4 3%	- -	- -	- -
		cj				bcdhj							
Asian or Asian British - Bangladeshi	30 2%	15 8%	1 *	1 1%	- -	6 4%	2 2%	1 2%	4 2%	1 1%	- -	- -	- -
		bcdhfijk				bdj							
Asian or Asian British - Chinese	18 1%	3 2%	3 1%	1 1%	2 2%	3 2%	1 1%	- -	- -	1 1%	1 1%	1 1%	2 7%
						h							
Asian or Asian British - Other (Please specify)	15 1%	5 3%	3 1%	1 1%	1 1%	1 1%	- -	- -	2 1%	1 1%	- -	1 1%	- -
Black or Black British - Caribbean	21 1%	9 5%	2 1%	- -	2 2%	2 2%	3 3%	- -	1 1%	- -	- -	1 2%	- -
		bchij											
Black or Black British - African	46 3%	25 14%	6 3%	- -	3 2%	3 2%	2 2%	- -	1 *	3 2%	3 2%	- -	- -
		bcdefghijk											
Black or Black British - Other (Please specify)	2 *	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Other - Arab (Please specify)	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -
Any Other (Please specify)	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Prefer not to say	25	9	6	-	-	3	1	-	4	1	-	1	-
	2%	5%	3%	-	-	2%	1%	-	3%	1%	-	2%	-
		cdij											
NETS													
Net: White Other	50	8	3	3	6	-	3	2	6	6	3	1	8
	3%	5%	2%	3%	4%	-	3%	4%	4%	4%	2%	2%	26%
		e			e		e	e	e	e			
Net: Mixed/Multiple	69	12	13	8	5	6	6	2	5	3	5	1	4
	5%	7%	6%	6%	4%	4%	5%	3%	3%	2%	4%	2%	14%
		i											
Net: Asian	137	40	10	3	10	23	11	3	17	11	5	2	2
	9%	22%	5%	2%	7%	17%	10%	5%	10%	8%	4%	3%	7%
		bcdghijk				bcdgijk	c		bc	c			
Net: Black	70	36	8	-	6	5	5	1	2	3	3	1	-
	5%	20%	4%	-	4%	4%	5%	1%	1%	2%	2%	2%	-
		bcdghijk	c		c	c	ch						

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White - English / Welsh / Scottish / Northern Irish / British	1146	142	6	487	59	151	20	913	368	432	438
	76%	80%	43%	72%	95%	81%	89%	74%	73%	76%	75%
		c		ace		c					
White - Irish	19	3	-	11	-	1	-	15	7	7	5
	1%	2%	-	2%	-	*	-	1%	1%	1%	1%
White - Gypsy or Irish Traveller	4	-	1	-	-	-	-	4	1	2	3
	*	-	7%	-	-	-	-	*	*	*	1%
White - Other (Please specify)	27	3	1	16	1	-	-	25	10	9	14
	2%	2%	6%	2%	2%	-	-	2%	2%	2%	2%
			e								
Mixed/Multiple - White and Black Caribbean	25	5	2	10	-	5	-	18	10	15	10
	2%	3%	14%	1%	-	3%	-	1%	2%	3%	2%
Mixed/Multiple - White and Black African	13	1	-	7	-	1	-	11	7	7	6
	1%	1%	-	1%	-	1%	-	1%	1%	1%	1%
Mixed/Multiple - White and Asian	21	-	-	10	-	1	-	20	7	2	9
	1%	-	-	1%	-	1%	-	2%	1%	*	2%
								i			i
Mixed/Multiple - Other (Please specify)	10	-	-	8	-	-	-	6	1	1	4
	1%	-	-	1%	-	-	-	1%	*	*	1%
Asian or Asian British - Indian	44	4	2	16	1	3	1	39	18	16	19
	3%	2%	13%	2%	2%	2%	4%	3%	4%	3%	3%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Asian or Asian British - Pakistani	30 2%	2 1%	-	20 3%	1 1%	3 2%	-	28 2%	12 2%	8 1%	14 2%
Asian or Asian British - Bangladeshi	30 2%	2 1%	-	19 3%	-	6 3%	-	28 2%	11 2%	13 2%	10 2%
Asian or Asian British - Chinese	18 1%	1 *	1 6%	11 2%	-	-	-	18 1%	5 1%	7 1%	5 1%
Asian or Asian British - Other (Please specify)	15 1%	1 *	-	11 2%	-	1 *	-	14 1%	6 1%	5 1%	7 1%
Black or Black British - Caribbean	21 1%	7 4%	1 6%	10 2%	-	1 1%	-	18 1%	12 2%	12 2%	10 2%
Black or Black British - African	46 3%	3 1%	1 6%	28 4%	-	8 4%	1 4%	44 4%	18 4%	23 4%	19 3%
Black or Black British - Other (Please specify)	2 *	-	-	1 *	-	1 *	-	2 *	1 *	1 *	2 *
Other - Arab (Please specify)	2 *	-	-	1 *	-	-	-	2 *	-	-	-
Any Other (Please specify)	1 *	-	-	1 *	-	-	-	1 *	-	-	-
Prefer not to say	25 2%	4 2%	-	10 2%	-	4 2%	1 4%	21 2%	9 2%	11 2%	8 1%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS											
Net: White Other	50 3%	6 3%	2 13%	27 4%	1 2%	1 *	- -	44 4%	18 4%	18 3%	22 4%
		e	e								
Net: Mixed/Multiple	69 5%	6 3%	2 14%	35 5%	- -	8 4%	- -	56 5%	24 5%	25 4%	29 5%
Net: Asian	137 9%	9 5%	3 19%	77 11%	2 3%	13 7%	1 4%	126 10%	53 10%	49 9%	54 9%
			a								
Net: Black	70 5%	10 6%	2 11%	39 6%	- -	10 6%	1 4%	64 5%	30 6%	35 6%	30 5%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White - English / Welsh / Scottish / Northern Irish / British	1146	910	232	639	470	978	100	1033	81	874	233	796	350	708	389
	76%	75%	81%	74%	81%	76%	79%	77%	73%	76%	78%	76%	77%	74%	80%
		a	c											m	
White - Irish	19	14	5	12	7	15	3	14	5	14	5	12	7	13	6
	1%	1%	2%	1%	1%	1%	2%	1%	5%	1%	2%	1%	1%	1%	1%
									g						
White - Gypsy or Irish Traveller	4	3	1	3	1	3	1	1	3	3	1	1	3	-	4
	*	*	*	*	*	*	1%	*	3%	*	*	*	1%	-	1%
									g						m
White - Other (Please specify)	27	22	5	12	15	27	-	26	1	23	4	17	10	20	5
	2%	2%	2%	1%	3%	2%	-	2%	1%	2%	1%	2%	2%	2%	1%
Mixed/Multiple - White and Black Caribbean	25	21	4	14	11	23	1	23	1	19	6	18	7	16	8
	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%
Mixed/Multiple - White and Black African	13	12	1	10	3	10	2	12	1	11	2	9	4	10	3
	1%	1%	*	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Mixed/Multiple - White and Asian	21	17	4	10	9	17	1	19	1	13	8	16	6	9	11
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%
											i				m
Mixed/Multiple - Other (Please specify)	10	9	1	8	1	9	1	8	1	6	3	7	3	7	3
	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Asian or Asian British - Indian	44	39	4	34	8	36	5	38	4	36	5	28	15	34	9
	3%	3%	1%	4%	1%	3%	4%	3%	4%	3%	2%	3%	3%	4%	2%
				d											

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Asian or Asian British - Pakistani	30 2%	27 2%	3 1%	21 2%	8 1%	25 2%	4 3%	29 2%	1 1%	23 2%	7 2%	19 2%	11 3%	23 2%	7 1%
Asian or Asian British - Bangladeshi	30 2%	26 2%	4 1%	24 3%	4 1%	26 2%	3 3%	24 2%	3 3%	22 2%	6 2%	21 2%	9 2%	22 2%	7 1%
Asian or Asian British - Chinese	18 1%	14 1%	4 2%	9 1%	8 1%	15 1%	1 1%	16 1%	2 2%	15 1%	3 1%	15 1%	3 1%	11 1%	8 2%
Asian or Asian British - Other (Please specify)	15 1%	12 1%	3 1%	11 1%	3 *	15 1%	- -	14 1%	1 1%	10 1%	4 1%	10 1%	5 1%	9 1%	6 1%
Black or Black British - Caribbean	21 1%	16 1%	5 2%	9 1%	11 2%	20 2%	1 1%	21 2%	- -	16 1%	4 1%	14 1%	6 1%	15 2%	5 1%
Black or Black British - African	46 3%	44 4%	3 1%	36 4%	11 2%	44 3%	2 1%	44 3%	2 1%	42 4%	5 2%	36 3%	11 2%	36 4%	8 2%
Black or Black British - Other (Please specify)	2 *	1 *	1 *	1 *	1 *	2 *	- -	2 *	- -	2 *	1 *	2 *	- -	2 *	1 *
Other - Arab (Please specify)	2 *	2 *	- -	2 *	- -	2 *	- -	2 *	- -	2 *	- -	2 *	- -	2 *	- -
Any Other (Please specify)	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Prefer not to say	25	18	6	12	9	19	1	17	3	18	3	19	6	17	4
	2%	1%	2%	1%	1%	1%	1%	1%	3%	2%	1%	2%	1%	2%	1%
NETS															
Net: White Other	50	39	11	27	23	45	4	41	9	39	10	31	19	33	15
	3%	3%	4%	3%	4%	4%	3%	3%	8%	3%	3%	3%	4%	3%	3%
									g						
Net: Mixed/Multiple	69	59	10	42	23	59	5	63	4	49	18	50	20	42	25
	5%	5%	3%	5%	4%	5%	4%	5%	4%	4%	6%	5%	4%	4%	5%
Net: Asian	137	119	18	98	31	117	14	121	11	106	24	94	44	99	37
	9%	10%	6%	11%	5%	9%	11%	9%	10%	9%	8%	9%	10%	10%	8%
				d											
Net: Black	70	61	8	46	23	65	3	67	2	60	10	52	17	53	14
	5%	5%	3%	5%	4%	5%	2%	5%	1%	5%	3%	5%	4%	6%	3%
														n	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D7. What type of school or college do you currently, or did you most recently, go to?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
College	369	188	181	185	184	82	110	78	99	369	-	-	-	-	-
	25%	24%	25%	25%	24%	16%	24%	31%	34%	100%	-	-	-	-	-
							e	ef	ef	jkmn					
Sixth Form College	552	289	263	351	201	197	152	95	108	-	552	-	-	-	-
	37%	38%	36%	47%	26%	40%	33%	38%	37%	-	100%	-	-	-	-
				d	f						ikmn				
University	333	161	172	19	314	120	125	50	39	-	-	333	-	-	-
	22%	21%	24%	3%	41%	24%	27%	20%	13%	-	-	100%	-	-	-
				c	h	gh	h					ijmn			
Technical College	18	13	5	11	7	2	8	2	6	-	-	-	18	-	-
	1%	2%	1%	2%	1%	*	2%	1%	2%	-	-	-	100%	-	-
							e		e						
Private School	60	34	26	44	16	40	9	4	8	-	-	-	-	60	-
	4%	4%	4%	6%	2%	8%	2%	2%	3%	-	-	-	-	100%	-
				d		fgh								ijkn	
State School	156	81	76	123	33	56	53	22	25	-	-	-	-	-	156
	10%	10%	10%	17%	4%	11%	11%	9%	9%	-	-	-	-	-	100%
				d											ijkm
Other (Please specify)	11	4	8	7	5	2	2	-	8	-	-	-	-	-	-
	1%	1%	1%	1%	1%	*	*	-	3%	-	-	-	-	-	-
									efg						

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D7. What type of school or college do you currently, or did you most recently, go to?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
College	369	172	53	96	20	18	303	6	12	25	14	284	80
	25%	19%	31%	30%	58%	47%	26%	12%	18%	18%	20%	24%	28%
		a	b	c	d	e	f	g	h	i	j	k	l
Sixth Form College	552	332	69	122	8	12	393	23	21	64	38	441	106
	37%	37%	41%	38%	24%	31%	34%	47%	31%	47%	55%	37%	37%
		a	b	c	d	e	f	g	h	i	j	k	l
University	333	243	17	61	2	3	264	9	20	28	8	291	41
	22%	27%	10%	19%	6%	9%	23%	19%	30%	20%	11%	24%	14%
		bcde	a	b	c	d	e	f	g	h	i	j	k
Technical College	18	10	2	5	-	-	14	-	1	3	1	16	2
	1%	1%	1%	2%	-	-	1%	-	1%	2%	1%	1%	1%
Private School	60	44	6	9	1	-	42	4	4	5	3	47	12
	4%	5%	4%	3%	4%	-	4%	8%	6%	3%	4%	4%	4%
State School	156	99	21	26	2	5	127	8	8	10	2	110	42
	10%	11%	12%	8%	7%	14%	11%	15%	12%	8%	2%	9%	15%
		a	b	c	d	e	f	g	h	i	j	k	l
Other (Please specify)	11	6	3	1	-	-	3	-	2	2	4	6	4
	1%	1%	2%	*	-	-	*	-	3%	1%	5%	1%	1%
		a	b	c	d	e	f	g	h	i	j	k	l

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D7. What type of school or college do you currently, or did you most recently, go to?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
College	369	40	44	34	23	39	30	14	52	35	32	20	6
	25%	22%	21%	27%	17%	27%	27%	22%	31%	26%	26%	26%	20%
						d			abd				
Sixth Form College	552	81	79	41	68	48	47	29	71	49	8	19	12
	37%	46%	37%	33%	49%	34%	42%	45%	42%	37%	6%	26%	40%
		cej	k	j	bcej	k	jk	jk	jk	j		j	
University	333	37	42	32	28	34	21	12	38	32	35	18	4
	22%	21%	20%	25%	21%	24%	19%	19%	22%	24%	28%	23%	13%
Technical College	18	1	1	1	1	3	2	1	1	4	1	-	2
	1%	1%	*	1%	1%	2%	2%	2%	1%	3%	1%	-	7%
										b			
Private School	60	8	15	4	5	5	3	2	2	4	11	1	-
	4%	4%	7%	4%	4%	3%	3%	3%	1%	3%	9%	2%	-
		h	h								h		
State School	156	9	27	14	12	9	9	6	5	8	34	18	6
	10%	5%	13%	11%	9%	6%	8%	9%	3%	6%	28%	24%	20%
			aehi	ah	h						abcdefghi	abcdefghi	
Other (Please specify)	11	3	3	-	-	3	-	-	-	1	2	-	-
	1%	1%	1%	-	-	2%	-	-	-	1%	2%	-	-
						h							

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D7. What type of school or college do you currently, or did you most recently, go to?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
College	369 25%	69 39%	2 12%	109 16%	14 23%	123 66%	10 43%	246 20%	176 35%	226 40%	194 33%
		cd				acd			g	gi	g
Sixth Form College	552 37%	49 28%	5 30%	419 62%	2 4%	37 20%	7 30%	454 37%	165 33%	173 30%	154 26%
		d		ade		d		ij	j		
University	333 22%	2 1%	5 31%	34 5%	10 16%	15 8%	1 5%	333 27%	88 17%	89 16%	166 29%
				a	ac	a		hi			hi
Technical College	18 1%	1 1%	- -	5 1%	1 2%	5 3%	5 22%	12 1%	10 2%	14 3%	9 2%
						c				g	
Private School	60 4%	7 4%	2 13%	38 6%	9 14%	1 1%	- -	54 4%	13 3%	18 3%	12 2%
		e		e	ace			j			
State School	156 10%	46 26%	1 8%	70 10%	25 40%	6 3%	- -	120 10%	45 9%	48 8%	44 8%
		ce		e	ce						
Other (Please specify)	11 1%	2 1%	1 6%	3 1%	1 2%	- -	- -	8 1%	5 1%	4 1%	2 *

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D7. What type of school or college do you currently, or did you most recently, go to?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
College	369	306	62	226	130	305	39	323	31	282	74	233	136	247	106
	25%	25%	22%	26%	22%	24%	31%	24%	28%	25%	25%	22%	30%	26%	22%
												k			
Sixth Form College	552	439	112	314	217	469	47	501	33	419	114	403	149	337	185
	37%	36%	39%	36%	38%	37%	37%	37%	30%	36%	38%	39%	33%	35%	38%
												l			
University	333	274	59	185	138	300	21	306	23	262	60	232	101	207	120
	22%	23%	21%	21%	24%	23%	16%	23%	21%	23%	20%	22%	22%	22%	25%
Technical College	18	18	-	15	2	15	2	16	1	13	3	11	7	15	3
	1%	2%	-	2%	*	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%
		b		d											
Private School	60	47	13	42	15	53	2	54	4	50	8	51	9	48	10
	4%	4%	5%	5%	3%	4%	2%	4%	4%	4%	3%	5%	2%	5%	2%
				d								l		n	
State School	156	116	38	80	71	132	16	136	16	115	37	107	50	92	57
	10%	10%	13%	9%	12%	10%	13%	10%	14%	10%	12%	10%	11%	10%	12%
Other (Please specify)	11	8	2	5	5	10	-	8	2	7	3	7	5	8	3
	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D8. Which, if any, of the following best describes the level of qualifications that you are working towards or were working towards most recently?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AS levels or A levels	678	329	349	426	252	281	175	106	116	109	419	34	5	38	70
	45%	43%	48%	58%	33%	56%	38%	42%	40%	29%	76%	10%	27%	63%	45%
			d			fgh				k	ikmn			ikn	ik
University degree	315	153	161	18	296	129	107	46	33	15	30	265	-	2	4
	21%	20%	22%	2%	39%	26%	23%	18%	11%	4%	5%	79%	-	3%	2%
			c			gh	h	h				ijmn			
GCSEs	176	103	73	124	53	31	57	33	55	69	49	2	1	7	46
	12%	13%	10%	17%	7%	6%	12%	13%	19%	19%	9%	1%	6%	11%	30%
		b	d			e	e	ef		jk	k			k	ijkm
BTEC (vocational qualification)	137	76	60	64	73	13	54	32	38	87	33	10	4	1	2
	9%	10%	8%	9%	10%	3%	12%	13%	13%	24%	6%	3%	23%	2%	1%
						e	e	e		jkmn	n				
Highers (Scotland) or Advanced Highers	62	33	29	41	21	20	14	12	15	14	2	10	1	9	25
	4%	4%	4%	6%	3%	4%	3%	5%	5%	4%	*	3%	7%	14%	16%
			d							j		j		ijk	ijk
National Vocational Qualification (NVQ) / Scottish Vocational Qualification (SVQ)	30	11	19	15	15	3	14	6	7	21	3	4	-	-	2
	2%	1%	3%	2%	2%	1%	3%	2%	2%	6%	1%	1%	-	-	2%
						e	e	e		jkn					
Apprenticeship	22	15	7	12	10	3	9	8	2	10	7	1	5	-	-
	1%	2%	1%	2%	1%	1%	2%	3%	1%	3%	1%	*	27%	-	-
						e	eh			kn					
Work-based learning, e.g. City and Guilds	21	14	6	12	9	6	4	4	7	15	2	1	1	-	2
	1%	2%	1%	2%	1%	1%	1%	2%	2%	4%	*	*	5%	-	1%
										jk					

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D8. Which, if any, of the following best describes the level of qualifications that you are working towards or were working towards most recently?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
International Baccalaureate (IBAC) or equivalent	15 1%	9 1%	6 1%	8 1%	7 1%	7 1%	7 1%	- -	1 *	2 *	5 1%	5 1%	- -	2 3% i	1 1%
SATs or equivalent	10 1%	5 1%	5 1%	4 1%	6 1%	- -	6 1% e	- -	3 1% e	8 2% jk	- -	1 *	- -	- -	1 1% j
Standards / Intermediates (Scotland)	5 *	4 1% *	1 *	3 *	2 *	- -	2 *	- -	3 1% e	- -	- -	1 *	1 5%	2 4% ijk	1 1% j
Other (Please specify)	13 1%	5 1%	8 1%	2 *	11 1% c	4 1%	1 *	3 1%	5 2% f	11 3% jkn	- -	1 *	- -	- -	- -
Don't Know	16 1%	11 1%	5 1%	10 1%	6 1%	1 *	7 2% e	1 *	7 2% e	10 3% jk	2 *	- -	- -	- -	2 1% k

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D8. Which, if any, of the following best describes the level of qualifications that you are working towards or were working towards most recently?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AS levels or A levels	678	436	75	131	12	11	487	27	35	77	39	547	128
	45%	48%	44%	41%	36%	30%	43%	54%	51%	56%	57%	46%	44%
		ce							f	f			
University degree	315	227	22	55	2	2	250	10	16	28	7	270	43
	21%	25%	13%	17%	6%	5%	22%	20%	22%	20%	10%	23%	15%
		bcde					j		j			l	
GCSEs	176	84	33	47	3	8	142	6	6	9	10	123	48
	12%	9%	20%	15%	8%	20%	12%	12%	8%	7%	14%	10%	16%
			a	a		a	i						k
BTEC (vocational qualification)	137	69	18	29	7	9	106	1	6	12	8	106	31
	9%	8%	11%	9%	21%	23%	9%	2%	8%	9%	11%	9%	11%
				ac	ac					g			
Highers (Scotland) or Advanced Highers	62	37	-	20	3	1	59	1	-	2	-	49	13
	4%	4%	-	6%	10%	3%	5%	2%	-	1%	-	4%	4%
		b		b	b	b	ij						
National Vocational Qualification (NVQ) / Scottish Vocational Qualification (SVQ)	30	19	3	5	1	1	27	-	1	1	1	26	4
	2%	2%	2%	2%	4%	3%	2%	-	2%	1%	2%	2%	1%
Apprenticeship	22	7	4	8	-	1	20	-	-	1	1	20	3
	1%	1%	2%	2%	-	2%	2%	-	-	1%	1%	2%	1%
			a	a									
Work-based learning, e.g. City and Guilds	21	7	6	7	1	-	18	-	1	-	1	15	6
	1%	1%	3%	2%	4%	-	2%	-	1%	-	2%	1%	2%
			a	a									

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D8. Which, if any, of the following best describes the level of qualifications that you are working towards or were working towards most recently?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
International Baccalaureate (IBAC) or equivalent	15	8	2	3	2	-	6	2	2	3	2	12	3
	1%	1%	1%	1%	7%	-	1%	4%	3%	2%	2%	1%	1%
				abc				f	f	f			
SATs or equivalent	10	3	1	6	-	-	8	-	1	1	-	7	3
	1%	*	1%	2%	-	-	1%	-	1%	1%	-	1%	1%
				a									
Standards / Intermediates (Scotland)	5	1	1	3	-	-	2	2	-	1	-	4	-
	*	*	1%	1%	-	-	*	4%	-	1%	-	*	-
				a				f					
Other (Please specify)	13	7	2	2	1	-	11	1	1	1	-	8	5
	1%	1%	1%	1%	4%	-	1%	2%	1%	1%	-	1%	2%
Don't Know	16	2	3	3	-	6	10	-	1	1	-	9	2
	1%	*	2%	1%	-	15%	1%	-	2%	1%	-	1%	1%
			a			abcd							

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D8. Which, if any, of the following best describes the level of qualifications that you are working towards or were working towards most recently?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AS levels or A levels	678	88	100	66	68	61	55	33	80	65	9	45	8
	45%	49%	47%	53%	49%	43%	49%	51%	48%	49%	7%	59%	26%
		j	j	j	j	j	j	j	j	j		ej	
University degree	315	37	49	26	31	30	17	10	37	29	28	15	6
	21%	21%	23%	20%	22%	21%	15%	16%	22%	22%	23%	20%	20%
GCSEs	176	26	21	14	20	20	12	8	16	17	7	7	8
	12%	14%	10%	11%	14%	14%	11%	12%	9%	13%	6%	10%	27%
		j		j	j	j							
BTEC (vocational qualification)	137	14	20	10	10	18	16	7	22	11	-	4	4
	9%	8%	10%	8%	7%	13%	15%	10%	13%	9%	-	5%	13%
		j	j	j	j	j	j	j	j	j		j	
Highers (Scotland) or Advanced Highers	62	-	-	-	1	1	-	-	-	2	56	1	-
	4%	-	-	-	1%	1%	-	-	-	2%	45%	2%	-
											abcdefghijkl		
National Vocational Qualification (NVQ) / Scottish Vocational Qualification (SVQ)	30	5	5	-	1	4	-	2	2	2	7	2	-
	2%	3%	2%	-	1%	3%	-	3%	1%	2%	6%	3%	-
								c			cdh		
Apprenticeship	22	2	3	3	1	3	2	1	4	-	3	-	-
	1%	1%	2%	2%	1%	2%	2%	2%	3%	-	2%	-	-
Work-based learning, e.g. City and Guilds	21	2	2	2	4	2	4	1	3	-	1	-	-
	1%	1%	1%	2%	3%	1%	4%	2%	2%	-	1%	-	-
							i						
International Baccalaureate (IBAC) or equivalent	15	2	4	1	-	2	2	1	-	-	1	-	2
	1%	1%	2%	1%	-	1%	2%	2%	-	-	1%	-	7%
			h										

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D8. Which, if any, of the following best describes the level of qualifications that you are working towards or were working towards most recently?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SATs or equivalent	10	1	1	-	-	-	1	-	2	3	-	-	2
	1%	*	*	-	-	-	1%	-	1%	2%	-	-	7%
Standards / Intermediates (Scotland)	5	1	-	-	-	-	-	-	1	1	2	-	-
	*	1%	-	-	-	-	-	-	1%	1%	2%	-	-
										b			
Other (Please specify)	13	2	-	1	2	1	-	-	2	-	6	-	-
	1%	1%	-	1%	2%	1%	-	-	1%	-	5%	-	-
										abefhi			
Don't Know	16	-	5	2	-	-	2	1	-	1	3	1	-
	1%	-	2%	2%	-	-	2%	2%	-	1%	3%	2%	-
			ah				a			ae			

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D8. Which, if any, of the following best describes the level of qualifications that you are working towards or were working towards most recently?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AS levels or A levels	678	-	-	678	-	-	-	582	194	170	191
	45%	-	-	100%	-	-	-	47%	39%	30%	33%
				ade				hij	i		
University degree	315	-	-	-	-	-	-	312	64	62	151
	21%	-	-	-	-	-	-	25%	13%	11%	26%
								hi			hi
GCSEs	176	176	-	-	-	-	-	107	86	82	76
	12%	100%	-	-	-	-	-	9%	17%	14%	13%
		cde						g	g	g	g
BTEC (vocational qualification)	137	-	-	-	-	137	-	94	63	137	79
	9%	-	-	-	-	73%	-	8%	13%	24%	14%
						acd		g	ghj	g	g
Highers (Scotland) or Advanced Highers	62	-	-	-	62	-	-	51	19	27	19
	4%	-	-	-	100%	-	-	4%	4%	5%	3%
					ace						
National Vocational Qualification (NVQ) / Scottish Vocational Qualification (SVQ)	30	-	-	-	-	30	-	21	19	30	14
	2%	-	-	-	-	16%	-	2%	4%	5%	2%
						acd		g	gi		
Apprenticeship	22	-	-	-	-	-	22	11	22	16	14
	1%	-	-	-	-	-	100%	1%	4%	3%	2%
								g	g	g	g
Work-based learning, e.g. City and Guilds	21	-	-	-	-	21	-	13	12	21	9
	1%	-	-	-	-	11%	-	1%	2%	4%	1%
						acd		g	gj		

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D8. Which, if any, of the following best describes the level of qualifications that you are working towards or were working towards most recently?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
International Baccalaureate (IBAC) or equivalent	15	-	15	-	-	-	-	14	3	7	3
	1%	-	100%	-	-	-	-	1%	1%	1%	1%
SATs or equivalent	10	-	-	-	-	-	-	8	7	4	4
	1%	-	-	-	-	-	-	1%	1%	1%	1%
Standards / Intermediates (Scotland)	5	-	-	-	-	-	-	3	4	4	5
	*	-	-	-	-	-	-	*	1%	1%	1%
											9
Other (Please specify)	13	-	-	-	-	-	-	8	5	6	7
	1%	-	-	-	-	-	-	1%	1%	1%	1%
Don't Know	16	-	-	-	-	-	-	2	4	5	7
	1%	-	-	-	-	-	-	*	1%	1%	1%
									9		9

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D8. Which, if any, of the following best describes the level of qualifications that you are working towards or were working towards most recently?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AS levels or A levels	678	562	115	385	270	597	41	621	39	518	139	500	178	433	217
	45%	46%	40%	44%	47%	47%	33%	46%	35%	45%	47%	48%	39%	45%	45%
		b				f		h			i				
University degree	315	255	60	177	128	282	19	290	23	247	58	215	100	179	130
	21%	21%	21%	20%	22%	22%	15%	22%	20%	22%	19%	21%	22%	19%	27%
														m	
GCSEs	176	115	60	103	68	136	29	150	20	125	44	101	75	114	53
	12%	10%	21%	12%	12%	11%	23%	11%	18%	11%	15%	10%	17%	12%	11%
			a			e		g					k		
BTEC (vocational qualification)	137	117	20	87	47	117	12	125	7	114	20	98	38	99	34
	9%	10%	7%	10%	8%	9%	9%	9%	6%	10%	7%	9%	8%	10%	7%
														n	
Highers (Scotland) or Advanced Highers	62	51	11	34	26	54	6	51	9	52	8	46	16	45	14
	4%	4%	4%	4%	5%	4%	5%	4%	8%	4%	3%	4%	4%	5%	3%
National Vocational Qualification (NVQ) / Scottish Vocational Qualification (SVQ)	30	26	4	23	6	24	5	28	1	24	5	20	10	21	8
	2%	2%	1%	3%	1%	2%	4%	2%	1%	2%	2%	2%	2%	2%	2%
				d											
Apprenticeship	22	21	2	14	8	18	3	19	3	18	5	16	6	17	5
	1%	2%	1%	2%	1%	1%	3%	1%	3%	2%	2%	2%	1%	2%	1%
Work-based learning, e.g. City and Guilds	21	17	3	12	7	17	2	19	-	19	1	11	9	13	5
	1%	1%	1%	1%	1%	1%	2%	1%	-	2%	*	1%	2%	1%	1%
International Baccalaureate (IBAC) or equivalent	15	12	2	12	3	10	4	12	2	9	6	12	3	11	4
	1%	1%	1%	1%	*	1%	3%	1%	2%	1%	2%	1%	1%	1%	1%
						e									

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D8. Which, if any, of the following best describes the level of qualifications that you are working towards or were working towards most recently?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SATs or equivalent	10	8	2	9	1	7	3	8	2	7	3	5	5	8	2
	1%	1%	1%	1%	*	1%	2%	1%	2%	1%	1%	*	1%	1%	*
				d			e								
Standards / Intermediates (Scotland)	5	4	1	4	1	5	-	4	1	3	2	3	2	2	3
	*	*	*	*	*	*	-	*	1%	*	1%	*	*	*	1%
Other (Please specify)	13	11	2	2	11	9	1	11	1	9	3	12	2	6	6
	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
					c										
Don't Know	16	9	5	8	3	8	1	6	4	5	5	4	12	6	4
	1%	1%	2%	1%	1%	1%	1%	*	3%	*	2%	*	3%	1%	1%
								g			i		k		

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D9_SUM. How likely or unlikely do you think it is that you will do each of the following?

SUMMARY TABLE

Base: All answering

							NETS		
	Total	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	Net: likely	Net: unlikely	Mean
Go to University or into Higher Education, for example a Bachelor or Foundation degree	1167 100%	559 48%	334 29%	127 11%	104 9%	42 4%	894 77%	231 20%	3.20
Start an apprenticeship, for example a higher apprenticeship with a registered organisation ('earning and learning' at the same time)	1478 100%	119 8%	361 24%	444 30%	489 33%	65 4%	480 32%	933 63%	2.08
Alternate vocational course, for example a Higher National Diploma or Certificate (HND or HNC): practical courses provided by Higher Education Institutions	1312 100%	119 9%	264 20%	390 30%	437 33%	103 8%	383 29%	826 63%	2.05
Start working immediately (not on an apprenticeship scheme)	1500 100%	178 12%	404 27%	399 27%	446 30%	73 5%	581 39%	846 56%	2.22

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Go to University or into Higher Education, for example a Bachelor or Foundation degree.

Base: All Except Those Who Selected 'C' at D7 - University

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	*k	*l	m	n
Significance Level: 95%															
Unweighted Total	1181	591	590	731	450	388	340	203	250	371	571	-	17	61	149
Weighted Total	1167	608	559	721	446	378	333	201	254	369	552	-	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Very likely (4)	559	262	297	351	208	232	149	82	96	126	307	-	5	40	76
	48%	43%	53%	49%	47%	61%	45%	41%	38%	34%	56%	-	30%	67%	49%
			a			fgh					i			in	i
Fairly likely (3)	334	192	143	222	112	94	109	61	70	120	147	-	7	13	43
	29%	32%	26%	31%	25%	25%	33%	31%	28%	32%	27%	-	35%	22%	28%
		b		d		e									
Fairly unlikely (2)	127	71	55	63	64	26	40	28	33	60	46	-	3	2	15
	11%	12%	10%	9%	14%	7%	12%	14%	13%	16%	8%	-	18%	4%	9%
				c		e	e	e	e	jmn					
Very unlikely (1)	104	59	45	58	47	21	20	22	41	50	31	-	3	3	17
	9%	10%	8%	8%	10%	6%	6%	11%	16%	13%	6%	-	17%	5%	11%
						ef	ef	ef	ef	j					j
Don't know	42	24	18	27	15	6	14	8	14	13	20	-	-	1	5
	4%	4%	3%	4%	3%	2%	4%	4%	6%	4%	4%	-	-	2%	3%
						e	e	e	e						
NETS															
Net: likely	894	454	440	573	321	326	259	144	166	246	454	-	12	54	120
	77%	75%	79%	80%	72%	86%	78%	71%	65%	67%	82%	-	65%	89%	77%
				d		fgh	h				i			in	i
Net: unlikely	231	131	100	121	111	47	60	50	74	110	77	-	6	5	32
	20%	22%	18%	17%	25%	12%	18%	25%	29%	30%	14%	-	35%	9%	20%
				c		e	e	e	ef	jmn					m
Mean score	3.20	3.12	3.28	3.25	3.12	3.44	3.22	3.05	2.92	2.91	3.37	-	2.78	3.55	3.19
			a	d		fgh	h				in			in	i
Standard deviation	.97	.98	.95	.93	1.03	.85	.90	1.02	1.10	1.04	.87	-	1.08	.81	1.01
Standard error	.03	.04	.04	.04	.05	.04	.05	.07	.07	.05	.04	-	.26	.10	.08

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Go to University or into Higher Education, for example a Bachelor or Foundation degree.

Base: All Except Those Who Selected 'C' at D7 - University

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1181	677	161	254	29	32	878	38	50	116	71	913	252
Weighted Total	1167	662	153	258	31	35	881	40	49	109	62	904	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4) 559 48%	355 54%	68 45%	113 44%	7 23%	5 14%	387 44%	22 55%	23 46%	72 66%	44 71%	443 49%	113 46%
		bce	e	e						fh	fh		
Fairly likely	(3) 334 29%	195 29%	38 25%	79 30%	5 17%	10 28%	261 30%	12 30%	13 26%	26 24%	12 20%	250 28%	81 33%
Fairly unlikely	(2) 127 11%	48 7%	25 16%	36 14%	7 23%	8 22%	116 13%	2 5%	2 4%	4 4%	4 6%	101 11%	21 9%
			a	a		a	i						
Very unlikely	(1) 104 9%	45 7%	13 9%	22 9%	9 29%	12 34%	89 10%	3 7%	7 15%	3 3%	2 3%	83 9%	21 9%
						abc	i		ij				
Don't know	42 4%	20 3%	9 6%	7 3%	3 8%	1 2%	29 3%	1 2%	4 9%	4 4%	- -	27 3%	11 4%
									ij				
NETS													
Net: likely	894 77%	550 83%	107 69%	192 74%	12 40%	14 42%	648 74%	35 86%	35 73%	98 90%	56 91%	693 77%	194 79%
		bce	e	e						fh	fh		
Net: unlikely	231 20%	93 14%	38 25%	58 23%	16 52%	19 56%	205 23%	5 12%	9 19%	7 6%	6 9%	184 20%	42 17%
			a	a		abc	ij		i				
Mean score	3.20	3.34	3.12	3.13	2.36	2.22	3.11	3.37	3.14	3.59	3.59	3.20	3.21
		bce	e	e						fh	fh		
Standard deviation	.97	.89	1.00	.97	1.19	1.09	1.00	.89	1.10	.71	.76	.98	.94
Standard error	.03	.03	.08	.06	.23	.20	.03	.15	.16	.07	.09	.03	.06

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Go to University or into Higher Education, for example a Bachelor or Foundation degree.

Base: All Except Those Who Selected 'C' at D7 - University

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1181	177	189	91	91	109	90	47	150	102	74	48	13
Weighted Total	1167	141	168	94	110	107	91	52	131	100	89	58	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4) 559 48%	84 60% cdefgi	88 52% c	35 38%	49 44%	49 46%	42 46%	19 37%	64 49%	44 44%	43 49%	34 58% cg	8 31%
Fairly likely	(3) 334 29%	39 27%	44 26%	24 25%	29 27%	32 30%	26 29%	19 36%	44 33%	37 37%	22 25%	12 21%	8 31%
Fairly unlikely	(2) 127 11%	8 6%	17 10%	13 14% a	15 13% a	13 12%	15 16% a	7 14%	13 10%	9 9%	13 15% a	5 9%	- -
Very unlikely	(1) 104 9%	6 4%	12 7%	14 15% af	16 14% a	8 7%	5 6%	4 9%	10 7%	9 9%	6 7%	6 10%	8 31%
Don't know	42 4%	5 3%	8 5% h	8 9% dhi	1 1%	5 5% h	3 3%	2 4%	1 1%	1 1%	5 5% h	1 2%	2 8%
NETS													
Net: likely	894 77%	122 87% bcdefgj	132 78% c	59 63%	78 71%	81 76% c	68 75%	38 73%	108 82% cd	81 81% c	65 74%	46 79%	16 61%
Net: unlikely	231 20%	14 10%	29 17% a	27 29% abh	31 28% abh	21 19% a	20 22% a	12 23% a	22 17%	18 18% a	19 21% a	11 19%	8 31%
Mean score	3.20	3.47 bcdefghij	3.29 cd	2.93	3.02	3.21	3.18	3.06	3.25 c	3.17	3.22	3.29	2.66
Standard deviation	.97	.79	.94	1.11	1.09	.94	.93	.95	.91	.94	.95	1.02	1.27
Standard error	.03	.06	.07	.12	.11	.09	.10	.14	.07	.09	.11	.15	.37

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Go to University or into Higher Education, for example a Bachelor or Foundation degree.

Base: All Except Those Who Selected 'C' at D7 - University

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
Significance Level: 95%		a	*b	c	d	e	*f	g	h	i	j
Unweighted Total	1181	174	11	668	44	174	22	919	421	481	419
Weighted Total	1167	175	10	644	52	173	21	894	414	482	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4)	559 48%	44 25%	6 58%	379 59%	33 64%	48 28%	3 13%	559 63%	134 32%	192 40%	147 35%
				ae	ae			hij		h	
Fairly likely (3)	334 29%	61 35%	3 34%	170 26%	8 16%	66 38%	7 32%	334 37%	151 36%	171 36%	122 29%
		cd				cd		j	j	j	
Fairly unlikely (2)	127 11%	31 18%	1 8%	42 6%	7 14%	27 16%	9 41%	- -	66 16%	65 13%	71 17%
		c				c			g	g	g
Very unlikely (1)	104 9%	28 16%	- -	36 6%	2 4%	28 16%	2 9%	- -	48 11%	42 9%	67 16%
		cd				cd			g	g	gi
Don't know	42 4%	10 6%	- -	18 3%	1 2%	4 2%	1 5%	- -	15 4%	12 3%	9 2%
									g	g	g
NETS											
Net: likely	894 77%	105 60%	9 92%	548 85%	42 80%	114 66%	10 45%	894 100%	285 69%	364 75%	269 65%
				ae	a			hij		hj	
Net: unlikely	231 20%	59 34%	1 8%	77 12%	9 18%	55 32%	11 50%	- -	114 27%	106 22%	137 33%
		cd				c			g	g	gi
Mean score	3.20	2.74	3.50	3.43	3.42	2.79	2.52	3.63	2.93	3.09	2.86
				ae	ae			hij		hj	
Standard deviation	.97	1.04	.68	.85	.90	1.03	.87	.48	.99	.95	1.08
Standard error	.03	.08	.20	.03	.14	.08	.19	.02	.05	.04	.05

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Go to University or into Higher Education, for example a Bachelor or Foundation degree.

Base: All Except Those Who Selected 'C' at D7 - University

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1181	950	226	691	447	1001	103	1056	84	896	243	826	355	757	367
Weighted Total	1167	935	227	683	441	985	106	1038	88	886	239	812	355	747	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4)	559 48%	491 53%	68 30%	358 52%	187 42%	505 51%	24 23%	529 51%	22 25%	461 52%	87 36%	413 51%	147 41%	369 49%	173 47%
Fairly likely (3)	334 29%	253 27%	82 36%	187 27%	137 31%	276 28%	36 34%	297 29%	26 29%	249 28%	76 32%	235 29%	99 28%	224 30%	100 27%
Fairly unlikely (2)	127 11%	97 10%	30 13%	65 10%	56 13%	97 10%	22 21%	103 10%	17 19%	89 10%	34 14%	79 10%	48 13%	79 11%	42 12%
Very unlikely (1)	104 9%	73 8%	30 13%	53 8%	49 11%	85 9%	15 14%	85 8%	16 19%	75 8%	27 11%	63 8%	41 12%	59 8%	39 11%
Don't know	42 4%	21 2%	18 8%	20 3%	12 3%	22 2%	9 8%	23 2%	7 8%	13 1%	16 7%	22 3%	20 6%	16 2%	11 3%
NETS															
Net: likely	894 77%	744 80%	150 66%	545 80%	325 74%	781 79%	60 57%	826 80%	48 55%	710 80%	162 68%	648 80%	246 69%	593 79%	273 75%
Net: unlikely	231 20%	170 18%	60 26%	118 17%	105 24%	181 18%	37 35%	188 18%	33 37%	163 18%	60 25%	142 18%	89 25%	138 18%	81 22%
Mean score	3.20	3.27	2.89	3.28	3.08	3.25	2.72	3.25	2.66	3.26	3.00	3.26	3.05	3.24	3.15
Standard deviation	.97	.94	1.02	.94	1.01	.96	1.01	.95	1.09	.95	1.01	.94	1.04	.94	1.01
Standard error	.03	.03	.07	.04	.05	.03	.10	.03	.12	.03	.07	.03	.06	.03	.05

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Start an apprenticeship, for example a higher apprenticeship with a registered organisation ('earning and learning' at the same time).

Base: All Except Those Who Selected 'I' at D8 - Apprenticeship

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1477	728	749	737	740	502	447	240	288	361	564	318	12	61	149
Weighted Total	1478	754	723	727	750	495	449	243	291	359	545	332	13	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4)	119	59	60	62	56	24	48	23	24	50	37	15	1	2	13
	8%	8%	8%	9%	8%	5%	11%	9%	8%	14%	7%	5%	8%	3%	8%
							e	e		jkm					
Fairly likely (3)	361	212	149	176	185	94	131	72	64	117	122	72	4	12	32
	24%	28%	21%	24%	25%	19%	29%	30%	22%	32%	22%	22%	32%	20%	20%
		b					eh	eh		jkmn					
Fairly unlikely (2)	444	221	223	230	213	179	110	69	86	98	179	95	2	20	49
	30%	29%	31%	32%	28%	36%	25%	28%	30%	27%	33%	29%	15%	33%	31%
						fg									
Very unlikely (1)	489	223	266	223	266	187	138	71	93	78	183	139	3	25	56
	33%	30%	37%	31%	35%	38%	31%	29%	32%	22%	34%	42%	23%	42%	36%
		a				fg					i	ij		i	i
Don't know	65	39	26	35	30	12	22	8	24	17	24	11	3	2	7
	4%	5%	4%	5%	4%	2%	5%	3%	8%	5%	4%	3%	22%	3%	5%
							e		eg						
NETS															
Net: likely	480	271	209	238	242	118	179	95	87	166	159	87	5	13	45
	32%	36%	29%	33%	32%	24%	40%	39%	30%	46%	29%	26%	40%	22%	29%
		b					eh	eh		jkmn					
Net: unlikely	933	444	489	454	479	366	248	140	179	176	363	234	5	45	104
	63%	59%	68%	62%	64%	74%	55%	57%	62%	49%	67%	70%	38%	75%	67%
		a				fgh					i	i		i	i
Mean score	2.08	2.15	2.00	2.11	2.04	1.91	2.21	2.20	2.07	2.40	2.02	1.89	2.32	1.82	2.01
		b					e	e	e	jkmn	k				
Standard deviation	.97	.96	.97	.96	.97	.88	1.02	.98	.97	.99	.93	.91	1.06	.86	.97
Standard error	.03	.04	.04	.04	.04	.04	.05	.06	.06	.05	.04	.05	.33	.11	.08

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Start an apprenticeship, for example a higher apprenticeship with a registered organisation ('earning and learning' at the same time).

Base: All Except Those Who Selected 'I' at D8 - Apprenticeship

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1477	901	174	305	31	34	1107	47	70	145	78	1171	289
Weighted Total	1478	898	166	311	33	37	1126	50	69	136	69	1175	286
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4) 119 8%	49 6%	22 13%	38 12%	2 7%	3 9%	93 8%	3 6%	4 5%	11 8%	6 9%	96 8%	23 8%
			a	a									
Fairly likely	(3) 361 24%	206 23%	39 23%	91 29%	12 36%	11 29%	255 23%	15 30%	21 30%	40 30%	24 34%	293 25%	62 22%
			a	a							f		
Fairly unlikely	(2) 444 30%	280 31%	53 32%	83 27%	10 29%	9 25%	357 32%	13 25%	18 26%	37 27%	14 20%	340 29%	97 34%
							j						
Very unlikely	(1) 489 33%	327 36%	48 29%	85 27%	6 18%	11 28%	374 33%	19 37%	24 35%	41 30%	21 30%	396 34%	93 32%
			cd										
Don't know	65 4%	36 4%	5 3%	13 4%	3 10%	3 9%	47 4%	1 2%	2 4%	6 5%	4 6%	50 4%	12 4%
NETS													
Net: likely	480 32%	256 28%	61 36%	130 42%	14 43%	14 38%	348 31%	18 36%	24 35%	52 38%	30 43%	389 33%	84 29%
			a	a							f		
Net: unlikely	933 63%	606 67%	101 61%	168 54%	16 47%	20 53%	731 65%	31 62%	42 61%	78 57%	35 51%	736 63%	190 66%
			cd				j						
Mean score	2.08	1.98	2.21	2.28	2.35	2.20	2.06	2.05	2.06	2.17	2.23	2.08	2.05
			a	a									
Standard deviation	.97	.92	1.02	1.02	.90	1.00	.96	.97	.95	.98	1.01	.97	.95
Standard error	.03	.03	.08	.06	.17	.18	.03	.14	.12	.08	.12	.03	.06

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Start an apprenticeship, for example a higher apprenticeship with a registered organisation ('earning and learning' at the same time).

Base: All Except Those Who Selected 'I' at D8 - Apprenticeship

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%														
Unweighted Total		1477	221	229	116	113	139	108	57	185	131	101	62	15
Weighted Total		1478	176	207	123	137	138	110	63	165	132	121	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4)	119 8%	15 9%	13 7%	7 6%	9 7%	10 7%	15 14%	5 7%	16 10%	15 11%	10 8%	4 5%	- -
Fairly likely	(3)	361 24%	54 31% bh	40 19%	32 26%	29 22%	37 27%	32 29% b	17 27%	36 22%	28 21%	31 25%	17 23%	8 26%
Fairly unlikely	(2)	444 30%	45 25%	66 32%	41 33%	51 38% ai	36 26%	35 32%	20 31%	47 29%	31 24%	39 32%	27 36%	6 20%
Very unlikely	(1)	489 33%	53 30%	75 36% f	40 33%	40 29%	47 34%	27 24%	20 31%	57 35%	53 40% f	42 34%	23 30%	12 40%
Don't know		65 4%	9 5%	13 6% fj	3 2%	6 5%	8 6% f	1 1%	2 4%	8 5%	5 3%	1 1%	5 7% fj	4 13%
NETS														
Net: likely		480 32%	70 39% bd	53 26%	39 32%	39 28%	47 34%	47 43% bdhk	21 34%	52 31%	43 33%	40 33%	21 28%	8 26%
Net: unlikely		933 63%	98 55%	141 68% af	81 66%	91 67% a	84 61%	62 56%	39 63%	105 64%	84 64%	80 66%	50 66%	18 60%
Mean score		2.08	2.19 b	1.96	2.05	2.06	2.07	2.33 bcdehi	2.10	2.07	2.04	2.07	2.02	1.84
Standard deviation		.97	.99	.93	.92	.91	.97	1.00	.95	1.00	1.06	.96	.88	.88
Standard error		.03	.07	.06	.09	.09	.09	.10	.13	.08	.09	.10	.12	.24

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Start an apprenticeship, for example a higher apprenticeship with a registered organisation ('earning and learning' at the same time).

Base: All Except Those Who Selected 'I' at D8 - Apprenticeship

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY					LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
Significance Level: 95%		a	*b	c	d	e	*f	g	h	i	j
Unweighted Total	1477	176	15	702	52	189	-	1227	481	550	563
Weighted Total	1478	176	15	678	62	188	-	1216	480	555	567
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Very likely	(4) 119 8%	29 16%	1 6%	44 6%	5 8%	26 14%	-	84 7%	119 25%	85 15%	70 12%
		c		c		c			gij	g	g
Fairly likely	(3) 361 24%	57 32%	3 17%	150 22%	14 23%	68 36%	-	278 23%	361 75%	195 35%	198 35%
		c		c		c			gij	g	g
Fairly unlikely	(2) 444 30%	46 26%	7 44%	218 32%	20 33%	39 21%	-	366 30%	-	138 25%	144 25%
			e	e				hij		h	h
Very unlikely	(1) 489 33%	34 19%	4 27%	242 36%	21 34%	42 23%	-	444 37%	-	109 20%	130 23%
			ae	ae	a			hij		h	h
Don't know	65 4%	10 6%	1 6%	24 3%	1 2%	11 6%	-	43 4%	-	28 5%	24 4%
								h		h	h
NETS											
Net: likely	480 32%	86 49%	3 23%	194 29%	19 31%	95 50%	-	363 30%	480 100%	280 50%	268 47%
		cd				cd			gij	g	g
Net: unlikely	933 63%	81 46%	11 71%	460 68%	42 67%	82 44%	-	810 67%	-	248 45%	274 48%
			ae	ae	ae			hij		h	h
Mean score	2.08	2.48	2.03	1.99	2.05	2.44	-	2.00	3.25	2.49	2.38
		cd				cd			gij	g	g
Standard deviation	.97	1.01	.88	.93	.96	1.02	-	.95	.43	.99	.99
Standard error	.03	.08	.24	.04	.13	.08	-	.03	.02	.04	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Start an apprenticeship, for example a higher apprenticeship with a registered organisation ('earning and learning' at the same time).

Base: All Except Those Who Selected 'I' at D8 - Apprenticeship

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1477	1192	280	857	567	1268	120	1329	103	1127	297	1030	447	936	480
Weighted Total	1478	1188	285	854	571	1267	123	1325	108	1131	294	1027	450	937	480
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4)	119 8%	101 8%	18 6%	87 10% d	30 5%	109 9%	9 7%	111 8%	6 6%	95 8%	22 7%	86 8%	32 7%	89 9% n	29 6%
Fairly likely (3)	361 24%	291 25%	69 24%	231 27% d	123 22%	308 24%	42 34% e	332 25%	23 21%	288 25%	67 23%	249 24%	112 25%	264 28% n	85 18%
Fairly unlikely (2)	444 30%	336 28%	107 38% a	227 27%	198 35% c	370 29%	37 30%	386 29%	42 39% g	325 29%	105 36% i	311 30%	133 30%	259 28%	168 35% m
Very unlikely (1)	489 33%	416 35% b	73 26%	282 33%	196 34% c	434 34% f	31 25%	447 34%	35 32%	386 34%	87 29%	348 34%	141 31%	293 31% m	181 38% m
Don't know	65 4%	45 4%	17 6%	27 3%	24 4%	45 4%	4 3%	50 4%	2 2%	37 3%	13 5%	33 3%	31 7% k	33 4%	16 3%
NETS															
Net: likely	480 32%	392 33%	87 31%	319 37% d	153 27%	417 33%	51 42%	443 33%	29 27%	383 34%	89 30%	335 33%	145 32%	353 38% n	114 24%
Net: unlikely	933 63%	752 63%	180 63%	509 60%	394 69% c	805 64%	68 55%	832 63%	76 71%	711 63%	192 65%	659 64%	274 61%	551 59% m	349 73% m
Mean score	2.08	2.07	2.12	2.15 d	1.98	2.07	2.25	2.08	2.00	2.08	2.09	2.07	2.09	2.16 n	1.92
Standard deviation	.97	.98	.89	1.01	.90	.98	.93	.98	.89	.98	.93	.97	.95	.99	.91
Standard error	.03	.03	.05	.04	.04	.03	.09	.03	.09	.03	.05	.03	.05	.03	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Alternate vocational course, for example a Higher National Diploma or Certificate (HND or HNC): practical courses provided by Higher Education Institutions.

Base: Ask All Except Those Who Selected 'D', 'E' or 'J' at D8 - Vocational Qualifications

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1311	643	668	657	654	482	384	207	238	248	531	304	13	60	143
Weighted Total	1312	668	645	648	664	475	386	210	241	245	515	318	13	59	150
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4)	119	66	53	57	62	31	39	23	27	43	29	20	5	8	11
	9%	10%	8%	9%	9%	7%	10%	11%	11%	18%	6%	6%	38%	14%	7%
								e	e	jkn				jk	
Fairly likely (3)	264	142	123	142	122	77	85	50	53	59	106	54	4	8	31
	20%	21%	19%	22%	18%	16%	22%	24%	22%	24%	21%	17%	32%	14%	21%
							e	e		k					
Fairly unlikely (2)	390	202	187	216	174	157	111	49	73	81	163	71	3	13	56
	30%	30%	29%	33%	26%	33%	29%	23%	30%	33%	32%	22%	24%	22%	37%
				d		g				k	k				km
Very unlikely (1)	437	200	237	178	259	183	120	63	70	40	175	149	-	27	40
	33%	30%	37%	27%	39%	38%	31%	30%	29%	16%	34%	47%	-	47%	27%
			a		c	fgh					i	ijn		in	i
Don't know	103	57	45	55	48	28	32	24	19	22	41	24	1	2	11
	8%	9%	7%	8%	7%	6%	8%	11%	8%	9%	8%	8%	7%	3%	7%
								e							
NETS															
Net: likely	383	208	175	199	184	108	124	73	79	102	135	74	9	17	42
	29%	31%	27%	31%	28%	23%	32%	35%	33%	42%	26%	23%	70%	28%	28%
							e	e	e	jkn					
Net: unlikely	826	403	424	394	433	340	231	113	143	121	338	220	3	40	97
	63%	60%	66%	61%	65%	71%	60%	54%	59%	49%	66%	69%	24%	68%	64%
			a			fgh					i	i		i	i
Mean score	2.05	2.12	1.99	2.13	1.98	1.90	2.12	2.18	2.16	2.47	1.98	1.81	3.15	1.96	2.09
		b		d			e	e	e	jkmn	k				k
Standard deviation	.99	.99	.98	.95	1.01	.92	1.00	1.04	1.00	1.00	.92	.96	.83	1.11	.91
Standard error	.03	.04	.04	.04	.04	.04	.05	.08	.07	.07	.04	.06	.24	.15	.08

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Alternate vocational course, for example a Higher National Diploma or Certificate (HND or HNC): practical courses provided by Higher Education Institutions.

Base: Ask All Except Those Who Selected 'D', 'E' or 'J' at D8 - Vocational Qualifications

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1311	812	151	269	22	26	978	46	62	132	67	1042	252
Weighted Total	1312	810	143	277	24	28	995	49	61	124	59	1048	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4) 119 9%	67 8%	12 8%	35 12% a	4 19%	1 4%	86 9%	5 10%	5 7%	15 12%	7 12%	96 9%	23 9%
Fairly likely	(3) 264 20%	143 18%	32 22%	74 27% a	2 9%	7 26%	195 20%	12 25%	13 21%	21 17%	17 30% i	212 20%	44 18%
Fairly unlikely	(2) 390 30%	237 29%	46 32%	82 29%	7 28%	11 39%	305 31% h	15 31%	11 18%	41 33% h	12 20%	308 29%	79 32%
Very unlikely	(1) 437 33%	302 37% c	44 31%	64 23%	6 25%	9 31%	335 34%	15 31%	24 40%	40 32%	17 28%	357 34%	79 32%
Don't know	103 8%	61 8%	9 6%	23 8%	5 20%	- -	74 7%	2 3%	9 14% i	7 6%	6 10%	75 7%	23 9%
NETS													
Net: likely	383 29%	210 26%	44 31%	109 39% a	7 28%	8 30%	281 28%	17 35%	17 28%	36 29%	25 42% f	308 29%	68 27%
Net: unlikely	826 63%	539 66% c	90 63% c	146 53%	13 53%	20 70%	640 64% j	31 62%	35 57%	81 65% j	29 48%	665 63%	158 64%
Mean score	2.05	1.97	2.08	2.31 ab	2.27	2.03	2.03	2.13	1.95	2.10	2.29 f	2.05	2.05
Standard deviation	.99	.98	.96	1.00	1.16	.87	.97	.99	1.04	1.02	1.06	.99	.98
Standard error	.03	.04	.08	.06	.28	.17	.03	.15	.14	.09	.14	.03	.06

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Alternate vocational course, for example a Higher National Diploma or Certificate (HND or HNC): practical courses provided by Higher Education Institutions.

Base: Ask All Except Those Who Selected 'D', 'E' or 'J' at D8 - Vocational Qualifications

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%														
Unweighted Total		1311	197	204	107	102	118	90	49	160	118	96	57	13
Weighted Total		1312	157	183	113	123	118	91	54	142	119	115	70	26
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4)	119 9%	15 10%	15 8%	6 6%	5 4%	14 11%	7 8%	4 8%	10 7%	9 8%	22 19%	10 14%	2 8%
							d					abcdfhi	d	
Fairly likely	(3)	264 20%	34 21%	30 16%	24 21%	21 17%	21 18%	22 24%	11 20%	24 17%	27 23%	25 21%	16 23%	10 38%
Fairly unlikely	(2)	390 30%	40 26%	58 32%	32 28%	45 36%	38 32%	23 25%	19 35%	48 34%	31 26%	29 25%	17 24%	10 38%
Very unlikely	(1)	437 33%	50 32%	68 37%	44 39%	45 36%	37 31%	28 31%	12 22%	54 38%	40 34%	35 30%	24 34%	2 8%
					g									
Don't know		103 8%	18 11%	13 7%	7 7%	9 7%	8 7%	12 13%	8 14%	7 5%	11 10%	5 4%	4 5%	2 7%
			hj					hj	hj					
NETS														
Net: likely		383 29%	49 31%	45 24%	30 26%	25 21%	35 30%	29 32%	15 28%	34 24%	36 31%	46 40%	26 37%	12 46%
												bcdh	d	
Net: unlikely		826 63%	90 57%	126 69%	76 67%	89 72%	75 63%	51 56%	31 57%	101 71%	71 60%	64 56%	40 58%	12 46%
				afj		afj				afij				
Mean score		2.05	2.11	1.95	1.93	1.88	2.11	2.10	2.16	1.93	2.05	2.30	2.18	2.50
												bcdh		
Standard deviation		.99	1.02	.96	.94	.85	1.01	.99	.93	.93	.98	1.12	1.08	.78
Standard error		.03	.08	.07	.09	.09	.10	.11	.14	.08	.10	.12	.15	.23

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Alternate vocational course, for example a Higher National Diploma or Certificate (HND or HNC): practical courses provided by Higher Education Institutions.

Base: Ask All Except Those Who Selected 'D', 'E' or 'J' at D8 - Vocational Qualifications

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY					LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
Significance Level: 95%		a	*b	c	d	*e	*f	g	h	i	j
Unweighted Total	1311	176	15	702	52	-	23	1107	408	377	475
Weighted Total	1312	176	15	678	62	-	22	1098	408	383	479
	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%
Very likely	(4) 119 9%	25 14%	3 17%	47 7%	13 22%	-	6 29%	109 10%	73 18%	119 31%	64 13%
		c		c	c				g	ghj	g
Fairly likely	(3) 264 20%	57 32%	5 31%	123 18%	14 22%	-	10 43%	214 20%	128 31%	264 69%	115 24%
		c							gj	ghj	g
Fairly unlikely	(2) 390 30%	59 34%	6 38%	218 32%	17 27%	-	4 16%	312 28%	120 29%	-	137 29%
								i	i		i
Very unlikely	(1) 437 33%	18 10%	1 6%	240 35%	14 23%	-	1 4%	392 36%	52 13%	-	126 26%
				a	a			hij	i		hi
Don't know	103 8%	17 10%	1 8%	49 7%	4 6%	-	2 9%	71 6%	35 9%	-	37 8%
								i	i		i
NETS											
Net: likely	383 29%	82 47%	7 48%	170 25%	27 44%	-	16 71%	323 29%	201 49%	383 100%	179 37%
		c			c				gj	ghj	g
Net: unlikely	826 63%	77 44%	7 44%	458 68%	31 50%	-	4 20%	704 64%	172 42%	-	263 55%
				ad				hij	i		hi
Mean score	2.05	2.56	2.65	1.96	2.45	-	3.06	2.04	2.60	3.31	2.26
		c			c				gj	ghj	g
Standard deviation	.99	.89	.89	.94	1.10	-	.83	1.01	.96	.46	1.03
Standard error	.03	.07	.24	.04	.16	-	.18	.03	.05	.02	.05

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Alternate vocational course, for example a Higher National Diploma or Certificate (HND or HNC): practical courses provided by Higher Education Institutions.

Base: Ask All Except Those Who Selected 'D', 'E' or 'J' at D8 - Vocational Qualifications

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1311	1050	256	748	516	1127	104	1175	98	987	276	917	394	818	438
Weighted Total	1312	1049	259	746	519	1126	108	1172	103	993	272	914	399	820	438
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4)	119	106	13	89	29	111	6	106	13	98	21	80	39	87	31
	9%	10%	5%	12%	6%	10%	5%	9%	12%	10%	8%	9%	10%	11%	7%
		b		d										n	
Fairly likely (3)	264	218	47	176	83	225	25	231	25	208	51	187	78	189	72
	20%	21%	18%	24%	16%	20%	24%	20%	24%	21%	19%	20%	19%	23%	16%
				d										n	
Fairly unlikely (2)	390	302	87	210	165	319	49	344	37	292	84	280	110	244	129
	30%	29%	34%	28%	32%	28%	46%	29%	36%	29%	31%	31%	27%	30%	30%
				e											
Very unlikely (1)	437	356	80	223	201	398	15	406	23	333	91	306	131	247	172
	33%	34%	31%	30%	39%	35%	14%	35%	22%	34%	33%	33%	33%	30%	39%
				c		f		h						m	
Don't know	103	67	32	49	41	73	12	84	6	62	26	61	42	53	35
	8%	6%	12%	7%	8%	7%	11%	7%	6%	6%	9%	7%	10%	6%	8%
			a									k			
NETS															
Net: likely	383	324	59	265	113	336	31	338	37	306	72	267	116	276	102
	29%	31%	23%	36%	22%	30%	29%	29%	36%	31%	26%	29%	29%	34%	23%
		b		d										n	
Net: unlikely	826	658	168	432	365	717	65	750	60	626	175	586	241	491	301
	63%	63%	65%	58%	70%	64%	60%	64%	58%	63%	64%	64%	60%	60%	69%
				c										m	
Mean score	2.05	2.08	1.96	2.19	1.88	2.05	2.22	2.03	2.27	2.08	2.01	2.05	2.07	2.15	1.90
				d					g					n	
Standard deviation	.99	1.01	.88	1.02	.91	1.01	.79	.99	.97	1.00	.96	.98	1.01	1.00	.95
Standard error	.03	.03	.06	.04	.04	.03	.08	.03	.10	.03	.06	.03	.05	.04	.05

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Start working immediately (not on an apprenticeship scheme).

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4)	178 12%	78 10%	99 14%	56 8%	122 16%	48 10%	55 12%	35 14%	39 13%	62 17%	45 8%	54 16%	1 5%	3 5%	12 8%
			a		c					jmn		jmn			
Fairly likely (3)	404 27%	205 27%	198 27%	176 24%	228 30%	117 23%	128 28%	71 28%	88 30%	132 36%	109 20%	112 34%	8 44%	10 16%	32 20%
				c					e	jmn		jmn			
Fairly unlikely (2)	399 27%	226 29%	173 24%	217 29%	182 24%	135 27%	117 26%	65 26%	82 28%	99 27%	164 30%	68 20%	3 17%	17 28%	45 29%
			b	d						k	k				
Very unlikely (1)	446 30%	221 29%	225 31%	244 33%	203 27%	179 36%	127 28%	71 28%	70 24%	57 16%	203 37%	88 27%	4 23%	27 44%	62 40%
				d		fgh					ik	i		ik	ik
Don't know	73 5%	39 5%	34 5%	47 6%	26 3%	19 4%	32 7%	9 4%	14 5%	18 5%	30 6%	11 3%	2 11%	4 7%	6 4%
				d			e								
NETS															
Net: likely	581 39%	284 37%	298 41%	231 31%	350 46%	165 33%	183 40%	106 42%	127 43%	194 53%	154 28%	166 50%	9 49%	12 21%	44 28%
					c		e	e	e	jmn		jmn			
Net: unlikely	846 56%	447 58%	398 55%	461 62%	385 51%	314 63%	244 53%	136 54%	152 52%	156 42%	368 67%	156 47%	7 40%	44 73%	107 68%
				d		fgh					ik			ik	ik
Mean score	2.22	2.19	2.25	2.06	2.37	2.07	2.26	2.29	2.35	2.57	1.99	2.41	2.35	1.80	1.96
					c		e	e	e	jkmn		jmn			
Standard deviation	1.02	.99	1.06	.96	1.06	1.01	1.02	1.04	1.01	.96	.97	1.06	.95	.91	.97
Standard error	.03	.04	.04	.04	.04	.05	.05	.07	.06	.05	.04	.06	.24	.12	.08

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Start working immediately (not on an apprenticeship scheme).

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4) 178 12%	71 8%	20 11%	69 22% ab	5 15%	7 17% a	124 11%	8 15%	9 12%	23 17% f	12 18%	147 12%	30 10%
Fairly likely	(3) 404 27%	228 25%	45 27%	89 28%	13 40%	18 48% abc	314 27%	14 29%	20 29%	31 22%	18 26%	335 28% l	62 21%
Fairly unlikely	(2) 399 27%	248 27%	44 26%	89 28%	7 20%	5 13%	316 28%	8 16%	17 25%	38 28%	12 18%	301 25%	96 33% k
Very unlikely	(1) 446 30%	310 34% c	52 31% c	62 19%	7 20%	7 18%	338 29%	18 37%	20 29%	38 28%	25 36%	354 30%	89 31%
Don't know	73 5%	48 5%	10 6%	11 3%	2 5%	1 3%	54 5%	2 3%	3 5%	7 5%	2 3%	58 5%	12 4%
NETS													
Net: likely	581 39%	299 33%	65 38%	157 49% ab	18 54% a	25 65% ab	438 38%	22 44%	29 42%	54 39%	30 44%	482 40% l	92 32%
Net: unlikely	846 56%	558 62% cde	96 56% e	150 47%	14 41%	12 32%	654 57%	27 53%	37 54%	76 55%	37 54%	655 55%	185 64% k
Mean score	2.22	2.07	2.20	2.53 ab	2.52	2.66 ab	2.21	2.23	2.27	2.30	2.26	2.24	2.12
Standard deviation	1.02	.98	1.03	1.05	1.01	1.00	1.01	1.13	1.04	1.08	1.14	1.03	.98
Standard error	.03	.03	.08	.06	.19	.17	.03	.17	.13	.09	.13	.03	.06

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Start working immediately (not on an apprenticeship scheme).

Base: All respondents

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4) 178 12%	20 11%	25 12%	16 13%	10 7%	20 14%	18 16%	5 7%	25 15%	12 9%	16 13%	10 13%	2 6%
Fairly likely	(3) 404 27%	47 27%	66 31%	32 25%	46 33%	39 27%	24 21%	19 30%	39 23%	32 24%	33 26%	21 27%	6 20%
Fairly unlikely	(2) 399 27%	46 26%	56 27%	40 32%	37 27%	38 27%	26 23%	14 22%	50 30%	32 24%	32 26%	20 26%	8 27%
Very unlikely	(1) 446 30%	55 31%	53 25%	33 26%	43 31%	35 25%	35 31%	21 33%	52 31%	46 35%	41 33%	21 27%	12 40%
Don't know	73 5%	10 6%	10 5%	5 4%	2 2%	9 7%	9 8%	5 7%	3 2%	10 8%	2 2%	5 7%	2 7%
NETS													
Net: likely	581 39%	67 38%	91 43%	47 38%	56 41%	59 42%	42 37%	24 37%	64 38%	44 34%	49 39%	31 40%	8 26%
Net: unlikely	846 56%	101 56%	109 52%	73 58%	80 58%	73 52%	61 55%	36 56%	102 60%	78 59%	73 59%	40 53%	20 67%
Mean score	2.22	2.19	2.32 i	2.25	2.17	2.33	2.23	2.12	2.22	2.08	2.19	2.28	1.92
Standard deviation	1.02	1.02	1.00	1.00	.96	1.03	1.10	1.00	1.05	1.02	1.05	1.04	.97
Standard error	.03	.07	.07	.09	.09	.09	.11	.14	.08	.09	.10	.14	.26

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Start working immediately (not on an apprenticeship scheme).

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		Total	a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4)	178 12%	24 14%	1 6%	59 9%	7 11%	32 17%	5 21%	134 11%	91 18%	101 18%	178 31%
			c				c			g	g	ghi
Fairly likely	(3)	404 27%	52 29%	3 17%	132 20%	12 19%	70 38%	10 43%	300 24%	192 38%	180 32%	404 69%
			c				cd			gi	g	ghi
Fairly unlikely	(2)	399 27%	49 28%	7 44%	203 30%	20 33%	52 28%	4 17%	329 27%	126 25%	155 27%	- -
									j	j	j	-
Very unlikely	(1)	446 30%	40 23%	5 33%	249 37%	22 35%	23 12%	3 14%	415 34%	74 15%	108 19%	- -
			e		ae	e			hij	j	j	-
Don't know		73 5%	11 6%	- -	34 5%	1 2%	10 5%	1 5%	48 4%	19 4%	27 5%	- -
									j	j	j	-
NETS												
Net: likely		581 39%	76 43%	3 23%	191 28%	19 30%	102 55%	14 65%	434 35%	283 56%	282 49%	581 100%
			c				acd			gi	g	ghi
Net: unlikely		846 56%	89 50%	12 77%	452 67%	42 68%	75 40%	7 30%	744 61%	200 40%	263 46%	- -
			e		ae	ae			hij	j	hj	-
Mean score		2.22	2.37	1.95	2.00	2.06	2.63	2.76	2.13	2.62	2.51	3.31
			c				acd			g	g	ghi
Standard deviation		1.02	1.01	.88	.98	1.00	.93	.98	1.02	.96	1.01	.46
Standard error		.03	.08	.23	.04	.14	.07	.21	.03	.04	.04	.02

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D9. How likely or unlikely do you think it is that you will do each of the following?

Start working immediately (not on an apprenticeship scheme).

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very likely	(4)	178	159	18	123	50	161	10	164	9	153	22	134	43	120	52
		12%	13%	6%	14%	9%	13%	8%	12%	8%	13%	7%	13%	9%	13%	11%
			b		d						j					
Fairly likely	(3)	404	324	79	240	149	345	36	355	37	311	75	267	137	264	124
		27%	27%	28%	28%	26%	27%	28%	26%	34%	27%	25%	26%	30%	28%	26%
Fairly unlikely	(2)	399	309	90	217	165	322	52	353	32	285	104	274	125	256	129
		27%	26%	31%	25%	29%	25%	41%	26%	29%	25%	35%	26%	27%	27%	27%
			a				e				i					
Very unlikely	(1)	446	370	76	251	187	403	25	409	30	352	85	322	124	271	162
		30%	31%	27%	29%	32%	31%	20%	30%	27%	31%	29%	31%	27%	28%	33%
					f										m	
Don't know		73	46	23	36	27	55	5	63	2	48	13	47	26	43	17
		5%	4%	8%	4%	5%	4%	4%	5%	2%	4%	4%	5%	6%	4%	3%
			a													
NETS																
Net: likely		581	483	97	363	200	506	45	519	47	464	97	401	180	384	177
		39%	40%	34%	42%	35%	39%	36%	39%	42%	40%	32%	38%	40%	40%	36%
					d						j					
Net: unlikely		846	680	166	469	352	724	77	762	62	637	189	596	250	527	291
		56%	56%	58%	54%	61%	56%	61%	57%	56%	55%	63%	57%	55%	55%	60%
					c						i					
Mean score		2.22	2.23	2.15	2.28	2.11	2.21	2.25	2.21	2.23	2.24	2.12	2.21	2.23	2.26	2.14
					d											
Standard deviation		1.02	1.04	.92	1.05	.98	1.04	.87	1.03	.95	1.05	.92	1.04	.98	1.02	1.02
Standard error		.03	.03	.06	.04	.04	.03	.08	.03	.09	.03	.05	.03	.05	.03	.05

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

D10. Have you undertaken any work experience while at school or college?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1195	597	598	552	642	404	369	194	227	284	441	291	16	47	110
	80%	78%	82%	75%	84%	81%	81%	77%	78%	77%	80%	87%	89%	78%	70%
			a		c						n	ijn			
No	289	164	124	179	110	92	84	54	58	80	106	41	2	12	42
	19%	21%	17%	24%	14%	19%	18%	22%	20%	22%	19%	12%	11%	20%	27%
		b		d						k	k				jk
Don't know	17	8	8	8	8	1	6	3	7	4	5	1	-	1	5
	1%	1%	1%	1%	1%	*	1%	1%	3%	1%	1%	*	-	2%	3%
									e						k

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

D10. Have you undertaken any work experience while at school or college?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1195	705	135	280	25	25	914	39	50	114	57	1195	-
	80%	78%	79%	88%	76%	66%	80%	79%	72%	83%	81%	100%	-
				abe								l	
No	289	194	34	33	8	11	218	9	18	24	13	-	289
	19%	21%	20%	10%	24%	29%	19%	19%	26%	17%	19%	-	100%
		c	c	c	c	c							k
Don't know	17	6	1	5	-	2	13	1	1	-	-	-	-
	1%	1%	1%	2%	-	5%	1%	2%	2%	-	-	-	-
						ab							

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

D10. Have you undertaken any work experience while at school or college?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1195	143	162	99	114	121	80	48	134	103	100	66	24
	80%	80%	77%	78%	82%	86%	72%	76%	79%	78%	81%	87%	80%
						bf						f	
No	289	34	43	26	24	19	27	14	35	26	24	10	6
	19%	19%	20%	21%	18%	13%	24%	23%	21%	20%	19%	13%	20%
							e						
Don't know	17	1	5	1	-	1	5	1	-	2	-	-	-
	1%	*	3%	1%	-	1%	5%	2%	-	2%	-	-	-
			h				adehj						

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

D10. Have you undertaken any work experience while at school or college?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1195	123	12	547	49	147	20	984	408	455	482
	80%	70%	79%	81%	79%	78%	88%	80%	81%	80%	83%
			a								
No	289	48	3	128	13	41	3	236	87	108	92
	19%	27%	21%	19%	21%	22%	12%	19%	17%	19%	16%
		c									
Don't know	17	5	-	3	-	-	-	7	7	8	7
	1%	3%	-	*	-	-	-	1%	1%	1%	1%
		ce									

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

D10. Have you undertaken any work experience while at school or college?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1195	984	209	718	439	1039	97	1079	84	929	226	843	352	779	377
	80%	81%	73%	83%	76%	81%	77%	80%	75%	81%	76%	81%	77%	82%	78%
		b		d						j					
No	289	218	70	143	134	239	27	253	25	212	68	193	95	167	103
	19%	18%	24%	16%	23%	19%	21%	19%	23%	18%	23%	19%	21%	17%	21%
		a		c											
Don't know	17	7	7	7	6	7	3	12	2	8	5	7	10	9	4
	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%
			a				e					k			

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q1. How much thought, if any, have you given to your future career?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED							
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	591	250	341	301	290	210	172	94	115	146	231	126	7	20	54
		39%	32%	47%	41%	38%	42%	38%	37%	39%	40%	42%	38%	40%	34%	34%
			a													
A fair amount	(3)	618	355	263	298	320	205	193	109	111	160	208	148	11	27	62
		41%	46%	36%	40%	42%	41%	42%	44%	38%	43%	38%	44%	60%	44%	40%
			b										j			
A little	(2)	270	152	119	129	141	78	85	47	61	56	111	55	-	12	36
		18%	20%	16%	18%	19%	16%	18%	19%	21%	15%	20%	17%	-	20%	23%
															i	
None at all	(1)	16	9	7	8	8	5	5	1	5	5	2	3	-	1	3
		1%	1%	1%	1%	1%	1%	1%	*	2%	1%	*	1%	-	2%	2%
															j	
Don't know		5	4	1	4	1	-	4	-	1	1	1	-	-	-	2
		*	*	*	1%	*	-	1%	-	*	*	*	-	-	-	1%
								e								
NETS																
Net: A fair amount/a great deal		1209	605	604	599	610	415	365	203	227	306	439	274	18	47	116
		81%	79%	83%	81%	80%	83%	80%	81%	77%	83%	79%	82%	100%	79%	74%
				a			h				n		n			
Mean score		3.19	3.10	3.29	3.21	3.17	3.25	3.17	3.18	3.16	3.21	3.21	3.19	3.40	3.11	3.08
				a												
Standard deviation		.76	.75	.76	.76	.76	.75	.76	.74	.80	.75	.77	.74	.50	.78	.81
Standard error		.02	.03	.03	.03	.03	.03	.04	.05	.05	.04	.03	.04	.12	.10	.07

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q1. How much thought, if any, have you given to your future career?

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A great deal	(4)	591	343	67	137	10	443	21	27	54	33	494	95
		39%	38%	39%	43%	29%	39%	43%	39%	40%	47%	41%	33%
												l	
A fair amount	(3)	618	393	61	130	13	467	18	33	65	28	491	124
		41%	43%	36%	41%	40%	41%	35%	47%	47%	41%	41%	43%
A little	(2)	270	160	37	49	9	219	10	9	18	8	200	64
		18%	18%	22%	15%	28%	19%	20%	12%	13%	12%	17%	22%
						ac						k	
None at all	(1)	16	7	4	1	1	14	1	1	-	-	10	6
		1%	1%	2%	*	3%	1%	2%	2%	-	-	1%	2%
				c	c	ac							
Don't know		5	1	1	1	-	4	-	-	-	-	1	1
		*	*	1%	*	-	*	-	-	-	-	*	*
NETS													
Net: A fair amount/a great deal		1209	736	128	268	23	910	39	59	119	61	984	218
		81%	81%	75%	84%	69%	79%	78%	86%	87%	88%	82%	76%
			e		bde					f		l	
Mean score		3.19	3.19	3.13	3.27	2.94	3.17	3.19	3.23	3.26	3.35	3.23	3.07
			e		de					f		l	
Standard deviation		.76	.75	.83	.73	.85	.77	.82	.73	.68	.69	.75	.79
Standard error		.02	.02	.06	.04	.15	.02	.12	.09	.06	.08	.02	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q1. How much thought, if any, have you given to your future career?

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15	
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	591 39%	70 40%	74 35%	43 34%	60 44%	66 47% bc	45 40%	23 35%	70 41%	53 40%	46 37%	30 40%	12 39%
A fair amount	(3)	618 41%	72 41%	93 44%	55 44%	46 33%	51 36%	44 39%	29 46%	69 41%	56 42%	54 43%	38 51% d	10 34%
A little	(2)	270 18%	35 20%	39 19%	29 23% k	31 22% k	24 17%	19 17%	11 17%	27 16%	21 16%	19 16%	7 9%	8 27%
None at all	(1)	16 1%	- -	1 *	- -	1 1%	- -	3 3% abe	1 2%	2 1%	3 2% a	5 4% abce	- -	- -
Don't know		5 *	- -	3 1%	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	- -
NETS														
Net: A fair amount/a great deal	1209 81%	143 80%	167 80%	97 77%	106 77%	117 83%	88 79%	52 81%	139 82%	108 82%	100 81%	69 91% bcdf	22 73%	
Mean score	3.19	3.20	3.16	3.11	3.20	3.30 c	3.17	3.15	3.23	3.20	3.14	3.31	3.13	
Standard deviation	.76	.75	.73	.75	.81	.74	.82	.76	.76	.78	.81	.64	.82	
Standard error	.02	.05	.05	.07	.08	.06	.08	.10	.06	.07	.08	.08	.21	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q1. How much thought, if any, have you given to your future career?

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY					LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
Significance Level: 95%		a	*b	c	d	e	*f	g	h	i	j
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A great deal	(4) 591 39%	49 28%	4 29%	286 42%	27 44%	78 42%	11 48%	508 41%	190 38%	235 41%	238 41%
		a		a	a						
A fair amount	(3) 618 41%	66 37%	8 54%	276 41%	24 39%	83 44%	10 44%	510 42%	222 44%	249 44%	245 42%
A little	(2) 270 18%	60 34%	2 16%	108 16%	8 14%	26 14%	2 7%	201 16%	82 16%	83 15%	94 16%
		cde									
None at all	(1) 16 1%	- -	- -	7 1%	2 4%	1 1%	- -	7 1%	6 1%	3 1%	3 1%
				a							
Don't know	5 *	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *
NETS											
Net: A fair amount/a great deal	1209 81%	115 65%	12 84%	562 83%	51 83%	161 86%	21 93%	1018 83%	413 82%	485 85%	483 83%
				a	a	a					
Mean score	3.19	2.94	3.13	3.24	3.23	3.27	3.41	3.24	3.19	3.26	3.24
				a	a	a					
Standard deviation	.76	.79	.69	.75	.82	.71	.63	.74	.75	.72	.73
Standard error	.02	.06	.18	.03	.11	.05	.13	.02	.03	.03	.03

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q1. How much thought, if any, have you given to your future career?

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A great deal (4)	591	591	-	389	191	544	29	555	29	521	63	436	155	410	166
	39%	49%	-	45%	33%	42%	23%	41%	26%	45%	21%	42%	34%	43%	34%
		b		d		f		h		j		l		n	
A fair amount (3)	618	618	-	360	238	529	57	559	43	477	122	427	191	403	194
	41%	51%	-	42%	41%	41%	45%	42%	39%	42%	41%	41%	42%	42%	40%
		b													
A little (2)	270	-	270	114	142	200	40	221	36	145	108	177	93	140	116
	18%	-	94%	13%	24%	16%	32%	16%	32%	13%	36%	17%	20%	15%	24%
			a		c		e		g		i			m	
None at all (1)	16	-	16	5	8	11	-	8	2	5	6	4	12	1	8
	1%	-	6%	1%	1%	1%	-	1%	2%	*	2%	*	3%	*	2%
			a								i		k		m
Don't know	5	-	-	-	1	1	-	1	-	1	-	-	5	-	1
	*	-	-	-	*	*	-	*	-	*	-	-	1%	-	*
													k		
NETS															
Net: A fair amount/a great deal	1209	1209	-	750	428	1073	86	1114	73	998	186	863	346	813	360
	81%	100%	-	86%	74%	84%	68%	83%	65%	87%	62%	83%	76%	85%	74%
		b		d		f		h		j		l		n	
Mean score	3.19	3.49	1.94	3.31	3.06	3.25	2.91	3.24	2.90	3.32	2.81	3.24	3.08	3.28	3.07
		b		d		f		h		j		l		n	
Standard deviation	.76	.50	.23	.71	.79	.74	.74	.74	.82	.71	.78	.74	.81	.71	.80
Standard error	.02	.01	.01	.02	.03	.02	.07	.02	.08	.02	.05	.02	.04	.02	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q2. Thinking back over the past 6 months, how often, if at all, have you spent at least 30 minutes researching your future career?

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day (730)	82	45	36	30	51	17	23	16	26	33	32	12	-	1	1
	5%	6%	5%	4%	7%	3%	5%	6%	9%	9%	6%	4%	-	2%	1%
					c				ef	kn	n				
Daily (365)	102	51	52	50	52	16	41	18	27	38	35	17	2	4	6
	7%	7%	7%	7%	7%	3%	9%	7%	9%	10%	6%	5%	13%	6%	4%
							e	e	e	jkn					
More than once a week (104)	275	155	120	133	142	89	84	44	58	67	106	56	5	10	29
	18%	20%	16%	18%	19%	18%	18%	17%	20%	18%	19%	17%	27%	17%	18%
Weekly (52)	218	108	111	115	104	69	70	34	47	59	83	48	2	10	15
	15%	14%	15%	16%	14%	14%	15%	13%	16%	16%	15%	14%	12%	16%	10%
Fortnightly (26)	208	101	106	109	99	85	59	36	28	48	66	50	6	9	28
	14%	13%	15%	15%	13%	17%	13%	14%	10%	13%	12%	15%	33%	15%	18%
						h									
About once a month (12)	280	150	130	137	143	109	73	55	43	53	114	65	2	10	37
	19%	19%	18%	18%	19%	22%	16%	22%	15%	14%	21%	19%	10%	16%	24%
						fh		fh			i				i
About once every 3 months (6)	132	56	76	69	63	58	32	18	23	24	46	40	-	6	13
	9%	7%	10%	9%	8%	12%	7%	7%	8%	7%	8%	12%	-	10%	8%
			a			f						i			
Less often than once every 3 months (4)	103	49	54	47	57	29	37	19	19	21	37	30	-	7	9
	7%	6%	7%	6%	7%	6%	8%	8%	6%	6%	7%	9%	-	11%	6%
I have never spent time researching my future career (0)	59	26	33	26	33	18	21	10	10	11	21	12	-	3	11
	4%	3%	5%	4%	4%	4%	5%	4%	4%	3%	4%	4%	-	4%	7%

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q2. Thinking back over the past 6 months, how often, if at all, have you spent at least 30 minutes researching your future career?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	40	29	11	24	17	8	19	2	12	15	11	3	1	1	7
	3%	4%	2%	3%	2%	2%	4%	1%	4%	4%	2%	1%	5%	2%	5%
		b					eg		eg	jk					k
Mean score	100.59	105.49	95.56	91.16	109.67	71.11	106.56	105.00	138.68	142.12	102.41	77.87	96.18	71.18	54.20
					c		e	e	ef	jkmn	kn				
Standard deviation	177.76	182.52	172.71	161.87	191.48	141.29	177.56	186.72	215.39	217.14	181.19	150.72	115.17	130.04	95.36
Standard error	4.65	6.83	6.33	6.02	7.06	6.34	8.50	11.88	12.89	11.51	7.66	8.48	28.79	16.79	8.03

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q2. Thinking back over the past 6 months, how often, if at all, have you spent at least 30 minutes researching your future career?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE			
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292	
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
More than once a day	(730)	82	29	12	33	1	3	58	4	2	7	9	70	9
		5%	3%	7%	10%	4%	8%	5%	8%	3%	5%	14%	6%	3%
			a	a							fhi	l		
Daily	(365)	102	44	12	34	7	4	83	3	3	7	6	83	18
		7%	5%	7%	11%	20%	11%	7%	6%	4%	5%	8%	7%	6%
				a	ab									
More than once a week	(104)	275	136	39	73	11	7	212	7	7	29	17	231	45
		18%	15%	23%	23%	32%	19%	19%	14%	11%	21%	24%	19%	15%
			a	a	a						h			
Weekly	(52)	218	128	28	51	2	6	160	6	18	23	6	179	38
		15%	14%	17%	16%	7%	15%	14%	13%	26%	17%	9%	15%	13%
									fj					
Fortnightly	(26)	208	139	15	44	-	4	156	12	12	15	10	169	37
		14%	15%	9%	14%	-	11%	14%	23%	17%	11%	14%	14%	13%
			bd	d					i					
About once a month	(12)	280	201	22	41	6	7	219	9	15	23	9	220	54
		19%	22%	13%	13%	17%	19%	19%	18%	21%	17%	13%	18%	19%
			bc											
About once every 3 months	(6)	132	94	13	17	2	2	106	2	5	16	2	101	31
		9%	10%	7%	5%	6%	5%	9%	4%	7%	12%	2%	8%	11%
			c					j		j				
Less often than once every 3 months	(4)	103	74	14	15	1	-	80	3	4	10	6	73	29
		7%	8%	8%	5%	3%	-	7%	5%	6%	7%	8%	6%	10%
			c										k	

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q2. Thinking back over the past 6 months, how often, if at all, have you spent at least 30 minutes researching your future career?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have never spent time researching my future career (0)	59	40	9	6	-	3	47	4	2	3	2	37	22
	4%	4%	5%	2%	-	8%	4%	9%	3%	2%	2%	3%	8%
		c	c			c							k
Don't know	40	20	6	6	4	1	24	-	2	5	3	31	7
	3%	2%	4%	2%	12%	3%	2%	-	2%	4%	4%	3%	2%
				ac									
Mean score	100.59	73.49	119.81	155.76	158.83	136.15	99.01	111.81	69.45	93.00	171.12	105.51	75.39
			a	a		a				fhi		l	
Standard deviation	177.76	144.90	196.55	223.71	183.59	209.38	174.45	205.44	136.97	168.12	246.79	182.25	145.56
Standard error	4.65	4.87	14.99	12.79	35.33	35.91	5.25	29.97	16.61	14.16	28.31	5.35	8.62

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q2. Thinking back over the past 6 months, how often, if at all, have you spent at least 30 minutes researching your future career?

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15	
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
More than once a day	(730)	82	17	9	4	7	10	4	3	6	4	10	5	2
	5%	10%	4%	3%	5%	7%	4%	5%	4%	3%	8%	6%	7%	
		bchi												
Daily	(365)	102	10	16	4	10	7	10	3	11	10	6	10	4
	7%	6%	8%	3%	7%	5%	9%	5%	6%	8%	5%	13%	13%	
													c	
More than once a week	(104)	275	39	40	21	23	27	17	10	32	19	24	12	8
	18%	22%	19%	17%	17%	19%	16%	15%	19%	15%	19%	16%	27%	
Weekly	(52)	218	33	15	14	17	21	22	15	21	22	23	13	4
	15%	18%	7%	11%	13%	15%	19%	23%	13%	16%	18%	17%	14%	
		b					b	b	bc	b	b	b	b	
Fortnightly	(26)	208	15	31	20	21	18	16	5	28	23	12	13	4
	14%	8%	15%	16%	16%	13%	14%	9%	17%	18%	10%	17%	13%	
			a	a	a				a	a		a	a	
About once a month	(12)	280	26	36	27	28	25	21	13	29	32	23	12	8
	19%	15%	17%	21%	20%	18%	19%	21%	17%	24%	18%	16%	27%	
										a				
About once every 3 months	(6)	132	11	26	16	13	13	7	7	15	12	6	7	-
	9%	6%	12%	13%	10%	9%	6%	10%	9%	9%	5%	9%	-	
			aj	a										
Less often than once every 3 months	(4)	103	13	16	12	11	10	6	4	12	5	12	1	-
	7%	8%	8%	9%	8%	7%	5%	7%	7%	4%	10%	2%	-	
											k			

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q2. Thinking back over the past 6 months, how often, if at all, have you spent at least 30 minutes researching your future career?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have never spent time researching my future career (0)	59	5	11	6	2	8	3	2	11	3	6	1	-
	4%	3%	5%	5%	2%	5%	3%	3%	7%	2%	5%	2%	-
Don't know	40	7	10	2	4	2	5	1	3	3	2	1	-
	3%	4%	5%	2%	3%	2%	4%	2%	2%	2%	2%	2%	-
Mean score	100.59	134.72	93.08	68.98	98.56	107.18	97.76	91.07	86.68	82.93	111.05	127.96	138.35
		bchi										c	
Standard deviation	177.76	217.41	166.45	143.43	177.58	193.30	162.29	170.38	157.36	148.06	197.63	195.16	197.16
Standard error	4.65	14.86	11.15	13.26	16.86	16.34	15.84	22.57	11.51	13.09	19.66	24.99	50.91

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q2. Thinking back over the past 6 months, how often, if at all, have you spent at least 30 minutes researching your future career?

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	(730)	82 5%	15 9%	- -	34 5%	4 6%	10 5%	2 9%	65 5%	47 9%	52 9%	54 9%
									g	g	g	g
Daily	(365)	102 7%	23 13%	- -	34 5%	5 8%	21 11%	1 5%	78 6%	57 11%	58 10%	49 8%
			c			c			g	g	g	g
More than once a week	(104)	275 18%	27 15%	4 30%	118 17%	18 29%	41 22%	8 35%	221 18%	103 21%	127 22%	109 19%
					ac					g	g	g
Weekly	(52)	218 15%	23 13%	6 37%	105 16%	8 13%	30 16%	3 15%	181 15%	78 16%	79 14%	81 14%
Fortnightly	(26)	208 14%	22 12%	2 14%	100 15%	4 6%	29 16%	2 9%	175 14%	56 11%	73 13%	81 14%
About once a month	(12)	280 19%	30 17%	1 6%	138 20%	13 21%	22 12%	4 18%	237 19%	75 15%	90 16%	105 18%
					e				h	h	h	h
About once every 3 months	(6)	132 9%	7 4%	1 8%	65 10%	4 6%	12 7%	- -	115 9%	31 6%	27 5%	30 5%
					a				hij	hij	hij	hij
Less often than once every 3 months	(4)	103 7%	9 5%	1 5%	44 6%	5 8%	11 6%	1 5%	86 7%	26 5%	31 5%	28 5%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q2. Thinking back over the past 6 months, how often, if at all, have you spent at least 30 minutes researching your future career?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have never spent time researching my future career	(0)	11	-	24	1	6	1	44	17	18	24
	4%	6%	-	4%	2%	3%	4%	4%	3%	3%	4%
Don't know	40	10	-	15	1	5	-	25	12	15	20
	3%	6%	-	2%	2%	3%	-	2%	2%	3%	3%
Mean score	100.59	147.74	55.56	90.07	113.03	121.05	136.08	97.05	148.00	144.00	136.98
		c				c			g	g	g
Standard deviation	177.76	219.51	36.91	168.56	180.87	183.31	211.34	174.74	218.28	215.39	217.41
Standard error	4.65	17.04	9.53	6.44	25.33	13.51	44.07	5.02	9.85	9.18	9.20

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q2. Thinking back over the past 6 months, how often, if at all, have you spent at least 30 minutes researching your future career?

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day (730)	82	74	7	66	15	66	12	68	14	64	15	55	26	55	24
	5%	6%	3%	8%	3%	5%	10%	5%	12%	6%	5%	5%	6%	6%	5%
		b		d		e		g							
Daily (365)	102	95	7	78	23	87	13	93	8	82	20	67	36	72	30
	7%	8%	2%	9%	4%	7%	10%	7%	7%	7%	7%	6%	8%	8%	6%
		b		d											
More than once a week (104)	275	258	17	179	91	248	21	253	18	229	42	208	68	201	69
	18%	21%	6%	21%	16%	19%	16%	19%	16%	20%	14%	20%	15%	21%	14%
		b		d						j		l		n	
Weekly (52)	218	192	27	141	75	181	31	190	25	173	44	164	55	148	66
	15%	16%	9%	16%	13%	14%	25%	14%	22%	15%	15%	16%	12%	16%	14%
		b		e											
Fortnightly (26)	208	187	20	133	66	187	12	194	10	174	30	151	57	142	59
	14%	16%	7%	15%	11%	15%	10%	14%	9%	15%	10%	14%	12%	15%	12%
		b		d						j					
About once a month (12)	280	220	60	136	134	248	16	252	21	225	48	198	82	177	93
	19%	18%	21%	16%	23%	19%	13%	19%	19%	20%	16%	19%	18%	19%	19%
				c											
About once every 3 months (6)	132	99	33	54	73	119	6	124	6	88	40	94	38	65	65
	9%	8%	11%	6%	13%	9%	4%	9%	6%	8%	13%	9%	8%	7%	13%
				c						i				m	
Less often than once every 3 months (4)	103	45	57	40	59	81	10	93	7	65	33	61	43	58	40
	7%	4%	20%	5%	10%	6%	8%	7%	6%	6%	11%	6%	9%	6%	8%
			a		c						i		k		

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q2. Thinking back over the past 6 months, how often, if at all, have you spent at least 30 minutes researching your future career?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have never spent time researching my future career (0)	59	17	42	22	33	47	4	55	1	33	20	32	27	19	31
	4%	1%	15%	3%	6%	4%	3%	4%	1%	3%	7%	3%	6%	2%	6%
		a	c							i	k			m	
Don't know	40	22	15	18	9	18	2	23	2	15	6	14	26	17	6
	3%	2%	5%	2%	2%	1%	1%	2%	2%	1%	2%	1%	6%	2%	1%
		a									k				
Mean score	100.59	112.79	47.75	127.44	65.17	98.28	145.24	97.50	153.45	103.65	92.40	98.98	104.45	108.43	89.09
		b		d		e		g							
Standard deviation	177.76	184.88	130.63	201.04	133.50	173.53	220.78	172.73	238.23	178.14	175.95	173.81	187.03	181.05	172.23
Standard error	4.65	5.36	7.99	6.89	5.61	4.88	20.07	4.75	23.36	5.30	10.24	5.41	9.05	5.92	7.87

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q3. Please think about potential careers you could pursue. How far ahead do you think when considering which career will be best for you?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	4	2	3	2	3	2	1	1	1	1	1	1	-	1	-
	*	*	*	*	*	*	*	*	*	*	*	*	-	1%	-
1-3	320	166	154	128	192	86	103	60	71	92	91	96	7	5	28
	21%	22%	21%	17%	25%	17%	22%	24%	24%	25%	16%	29%	36%	8%	18%
				c		e	e	e		jm		jmn			
4-6	532	273	260	269	264	195	165	92	80	121	207	114	9	18	59
	35%	35%	36%	36%	35%	39%	36%	37%	27%	33%	38%	34%	49%	30%	38%
						h	h	h							
7-9	62	28	34	37	25	27	14	10	11	10	31	11	-	7	4
	4%	4%	5%	5%	3%	5%	3%	4%	4%	3%	6%	3%	-	11%	2%
											i			ikn	
10-14	188	92	95	104	83	72	52	29	35	40	79	35	-	13	19
	13%	12%	13%	14%	11%	14%	11%	12%	12%	11%	14%	11%	-	22%	12%
														ik	
15+	99	49	50	52	47	33	30	19	17	21	42	22	-	5	7
	7%	6%	7%	7%	6%	7%	6%	7%	6%	6%	8%	7%	-	9%	4%
Don't know	295	160	135	148	147	83	94	40	78	83	102	54	3	11	39
	20%	21%	19%	20%	19%	17%	20%	16%	27%	23%	18%	16%	15%	18%	25%
								efg		k					k
NETS															
Net: 4 years or more	881	442	438	462	419	327	261	151	143	193	358	182	9	43	89
	59%	57%	60%	62%	55%	66%	57%	60%	49%	52%	65%	55%	49%	72%	57%
				d		fh	h	h			ik			ikn	
Mean score	6.65	6.59	6.72	7.13	6.19	6.90	6.55	6.52	6.48	6.01	7.23	6.34	3.87	8.64	6.28
				d							i			ikn	
Standard deviation	6.43	6.47	6.40	7.14	5.63	6.20	6.52	6.44	6.72	5.43	6.82	6.65	1.37	8.01	6.01
Standard error	.18	.27	.26	.29	.23	.30	.34	.44	.46	.32	.32	.41	.37	1.14	.57

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q3. Please think about potential careers you could pursue. How far ahead do you think when considering which career will be best for you?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	4	4	-	-	-	-	4	-	-	1	-	4	1
	*	*	-	-	-	-	*	-	-	1%	-	*	*
1-3	320	186	43	70	5	8	253	11	13	31	7	258	60
	21%	21%	25%	22%	16%	22%	22%	23%	19%	23%	10%	22%	21%
							j			j			
4-6	532	322	63	117	7	9	410	16	24	45	29	437	91
	35%	36%	37%	37%	21%	23%	36%	32%	35%	33%	42%	37%	32%
7-9	62	41	2	11	2	1	47	3	2	6	3	48	14
	4%	5%	1%	4%	6%	3%	4%	6%	3%	5%	5%	4%	5%
		b											
10-14	188	128	12	35	3	5	137	7	7	20	12	159	28
	13%	14%	7%	11%	8%	14%	12%	13%	10%	15%	17%	13%	10%
		b											
15+	99	63	11	21	1	1	71	2	5	11	9	74	23
	7%	7%	7%	7%	4%	3%	6%	4%	7%	8%	12%	6%	8%
										f			
Don't know	295	161	39	64	15	13	225	11	18	23	9	215	71
	20%	18%	23%	20%	44%	35%	20%	22%	26%	17%	13%	18%	24%
				abc	ac								k
NETS													
Net: 4 years or more	881	554	89	185	13	16	664	27	38	83	53	718	157
	59%	61%	52%	58%	40%	43%	58%	55%	55%	60%	76%	60%	54%
		bde								fghi			
Mean score	6.65	6.88	5.87	6.64	6.34	5.86	6.50	6.18	6.49	7.16	8.06	6.57	7.05
Standard deviation	6.43	6.59	6.13	6.59	6.02	4.66	6.44	4.30	5.85	7.39	5.84	6.23	7.33
Standard error	.18	.24	.52	.42	1.42	.97	.21	.71	.81	.67	.71	.20	.49

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q3. Please think about potential careers you could pursue. How far ahead do you think when considering which career will be best for you?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	4	1	3	-	-	-	-	-	1	-	-	-	-
	*	1%	1%	-	-	-	-	-	*	-	-	-	-
1-3	320	35	41	20	26	34	28	19	37	27	27	19	8
	21%	20%	19%	15%	19%	24%	25%	30%	22%	20%	22%	25%	26%
								c					
4-6	532	67	87	41	48	53	37	17	62	54	36	25	6
	35%	38%	42%	32%	35%	37%	33%	27%	37%	41%	29%	32%	20%
			gj										
7-9	62	9	9	3	6	10	6	2	5	4	5	4	-
	4%	5%	4%	3%	4%	7%	5%	3%	3%	3%	4%	5%	-
10-14	188	25	26	20	17	19	11	5	19	14	19	7	6
	13%	14%	12%	16%	12%	13%	9%	8%	11%	10%	16%	9%	20%
15+	99	10	13	9	15	7	13	1	9	3	12	7	-
	7%	5%	6%	7%	11%	5%	11%	2%	5%	2%	10%	9%	-
				gi			gi				i	i	
Don't know	295	31	31	34	26	18	18	19	37	32	25	14	10
	20%	18%	15%	27%	19%	13%	16%	29%	22%	24%	20%	19%	33%
			abef					bef	e	be			
NETS													
Net: 4 years or more	881	111	136	72	86	89	66	26	94	74	72	43	12
	59%	62%	65%	57%	62%	63%	59%	41%	56%	56%	58%	56%	40%
		g	g	g	g	g	g		g	g			
Mean score	6.65	6.44	6.25	7.05	7.82	6.58	7.91	4.88	5.91	5.40	8.26	6.59	5.41
				gi	bg		ghi				abghi		
Standard deviation	6.43	5.10	4.71	6.51	7.81	7.27	8.98	2.95	4.88	3.90	9.87	5.31	3.24
Standard error	.18	.38	.33	.70	.81	.66	.94	.46	.40	.39	1.09	.75	1.03

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q3. Please think about potential careers you could pursue. How far ahead do you think when considering which career will be best for you?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	4	-	-	3	-	-	-	4	1	1	2
	*	-	-	*	-	-	-	*	*	*	*
1-3	320	40	-	120	11	53	3	248	142	142	155
	21%	23%	-	18%	17%	28%	13%	20%	28%	25%	27%
					c				g	g	g
4-6	532	55	4	246	21	60	15	454	163	207	188
	35%	31%	25%	36%	34%	32%	66%	37%	33%	36%	32%
7-9	62	6	-	37	1	6	-	56	10	20	17
	4%	3%	-	5%	2%	3%	-	5%	2%	4%	3%
								h			
10-14	188	13	3	102	13	16	3	171	52	63	61
	13%	7%	18%	15%	21%	9%	13%	14%	10%	11%	11%
				ae	ae			hj			
15+	99	7	1	53	7	13	1	84	32	32	41
	7%	4%	6%	8%	12%	7%	4%	7%	6%	6%	7%
				a							
Don't know	295	55	8	117	8	39	1	210	103	106	117
	20%	31%	51%	17%	13%	21%	4%	17%	20%	19%	20%
		cde									
NETS											
Net: 4 years or more	881	81	7	438	43	95	19	765	257	323	307
	59%	46%	49%	65%	69%	51%	83%	62%	51%	57%	53%
				ae	ae			hij			
Mean score	6.65	5.48	8.66	7.07	8.76	6.22	7.17	6.81	6.28	6.14	6.50
				a	a						
Standard deviation	6.43	4.32	5.39	6.12	9.97	7.06	9.52	6.44	6.90	5.99	6.89
Standard error	.18	.39	1.91	.25	1.49	.58	2.03	.20	.34	.28	.32

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q3. Please think about potential careers you could pursue. How far ahead do you think when considering which career will be best for you?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	4	4	1	4	1	4	-	4	-	3	2	4	1	4	1
	*	*	*	*	*	*	-	*	-	*	1%	*	*	*	*
1-3	320	257	63	205	108	277	32	283	29	256	57	233	87	220	93
	21%	21%	22%	24%	19%	22%	25%	21%	26%	22%	19%	22%	19%	23%	19%
				d											
4-6	532	442	91	315	207	477	34	489	37	416	108	369	164	342	178
	35%	37%	32%	36%	36%	37%	27%	36%	33%	36%	36%	35%	36%	36%	37%
				f											
7-9	62	58	4	37	23	55	4	60	2	55	7	51	12	44	18
	4%	5%	1%	4%	4%	4%	3%	4%	2%	5%	2%	5%	3%	5%	4%
		b										l			
10-14	188	172	16	114	73	170	12	175	12	156	30	152	36	113	70
	13%	14%	6%	13%	13%	13%	10%	13%	11%	14%	10%	15%	8%	12%	14%
		b										l			
15+	99	90	9	63	31	86	10	94	4	84	15	70	29	61	32
	7%	7%	3%	7%	5%	7%	8%	7%	4%	7%	5%	7%	6%	6%	7%
		b													
Don't know	295	187	104	130	135	217	34	240	27	180	81	166	129	170	94
	20%	15%	36%	15%	23%	17%	27%	18%	24%	16%	27%	16%	28%	18%	19%
			a		c		e				i		k		
NETS															
Net: 4 years or more	881	762	119	529	334	787	60	818	55	710	160	641	240	560	297
	59%	63%	42%	61%	58%	61%	48%	61%	50%	62%	53%	61%	53%	59%	61%
		b				f		h		j		l			
Mean score	6.65	6.92	5.15	6.88	6.22	6.73	6.02	6.76	5.91	6.83	6.03	6.68	6.58	6.51	6.85
		b													
Standard deviation	6.43	6.72	4.17	7.21	4.81	6.61	5.04	6.46	6.51	6.79	4.72	6.22	6.98	6.48	6.34
Standard error	.18	.21	.31	.26	.23	.20	.52	.19	.73	.22	.32	.21	.38	.23	.32

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Accountancy, banking and finance	233	148	85	125	108	89	79	35	30	33	99	59	1	18	23
	16%	19%	12%	17%	14%	18%	17%	14%	10%	9%	18%	18%	6%	30%	14%
		b				h	h				i	i		ijkn	
Media and internet	230	132	98	112	119	73	71	41	45	57	83	59	3	6	21
	15%	17%	13%	15%	16%	15%	16%	16%	15%	15%	15%	18%	16%	10%	13%
		b													
Healthcare	218	72	146	104	114	69	66	36	47	47	91	50	4	5	21
	15%	9%	20%	14%	15%	14%	15%	14%	16%	13%	17%	15%	21%	9%	14%
		a													
Science and Pharmaceuticals	208	99	109	106	102	95	51	28	34	25	92	54	7	10	19
	14%	13%	15%	14%	13%	19%	11%	11%	12%	7%	17%	16%	39%	16%	12%
						fgh					i	i		i	i
Teaching and education	205	68	137	95	110	83	57	36	29	31	81	63	-	8	22
	14%	9%	19%	13%	15%	17%	13%	14%	10%	8%	15%	19%	-	13%	14%
			a			h					i	i			
Information Technology	194	168	26	106	88	62	57	27	48	44	77	40	5	8	19
	13%	22%	4%	14%	12%	12%	12%	11%	17%	12%	14%	12%	27%	14%	12%
		b													
Creative arts and design	193	71	123	98	96	76	51	39	28	63	61	41	3	7	16
	13%	9%	17%	13%	13%	15%	11%	16%	9%	17%	11%	12%	17%	12%	10%
			a			h		h		jn					
Business, consulting and management	187	110	78	97	90	79	51	29	28	39	72	42	1	14	19
	12%	14%	11%	13%	12%	16%	11%	11%	9%	11%	13%	13%	6%	23%	12%
		b				fh								ijkn	
Engineering and manufacturing	175	146	29	104	71	67	53	28	27	35	70	36	4	9	21
	12%	19%	4%	14%	9%	13%	12%	11%	9%	9%	13%	11%	22%	14%	13%
		b		d											

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Law	162	60	102	94	68	76	45	21	21	24	63	37	-	19	18
	11%	8%	14%	13%	9%	15%	10%	8%	7%	6%	11%	11%	-	31%	12%
			a	d		fgh					i	i		ijkn	i
Marketing, advertising and PR	113	42	70	50	62	44	36	18	15	21	41	35	2	4	8
	8%	5%	10%	7%	8%	9%	8%	7%	5%	6%	7%	11%	12%	7%	5%
			a									in			
Retail	105	45	60	54	51	27	32	20	27	35	36	17	-	1	15
	7%	6%	8%	7%	7%	5%	7%	8%	9%	10%	7%	5%	-	2%	10%
									e	km					
Armed services, law enforcement and security	98	66	32	56	42	32	23	20	22	28	33	13	1	6	15
	7%	9%	4%	8%	6%	6%	5%	8%	7%	7%	6%	4%	6%	10%	10%
		b													k
Social Care	94	21	72	45	49	20	28	20	25	30	34	17	1	-	11
	6%	3%	10%	6%	6%	4%	6%	8%	9%	8%	6%	5%	7%	-	7%
			a					e	e	m	m				m
Leisure, sport and tourism	79	55	24	39	41	33	18	13	16	15	27	22	1	4	10
	5%	7%	3%	5%	5%	7%	4%	5%	6%	4%	5%	6%	5%	7%	6%
		b													
Charity and voluntary work	78	17	60	34	43	32	17	8	21	15	29	17	1	4	11
	5%	2%	8%	5%	6%	6%	4%	3%	7%	4%	5%	5%	6%	7%	7%
			a			fg			fg						
Environment and agriculture	66	27	39	32	34	20	19	12	15	17	17	17	1	3	9
	4%	4%	5%	4%	4%	4%	4%	5%	5%	5%	3%	5%	6%	5%	6%
Hospitality - including hotels, restaurants, coffee shops, pubs and bars	62	24	38	33	29	19	17	14	12	17	26	6	-	4	8
	4%	3%	5%	4%	4%	4%	4%	6%	4%	5%	5%	2%	-	6%	5%
										k	k				k

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public services and administration	54 4%	19 3%	35 5%	23 3%	31 4%	16 3%	18 4%	8 3%	13 4%	18 5%	18 3%	7 2%	1 6%	1 2%	9 5%
Property and construction	35 2%	24 3%	10 1%	21 3%	14 2%	11 2%	11 2%	7 3%	6 2%	7 2%	12 2%	4 1%	1 6%	4 7%	4 3%
Sales	34 2%	22 3%	11 2%	11 2%	22 3%	12 2%	7 1%	4 2%	10 3%	12 3%	12 2%	5 1%	1 6%	1 1%	3 2%
Energy and utilities	30 2%	25 3%	5 1%	14 2%	16 2%	12 2%	7 1%	8 3%	3 1%	2 *	9 2%	12 4%	- -	- -	8 5%
Transport and logistics	23 2%	19 2%	5 1%	9 1%	14 2%	6 1%	10 2%	5 2%	2 1%	6 2%	8 2%	3 1%	- -	1 1%	4 3%
Recruitment and HR	23 2%	10 1%	13 2%	11 1%	12 2%	8 2%	9 2%	4 2%	2 1%	4 1%	11 2%	8 2%	- -	- -	- -
Other (Please specify)	109 7%	35 5%	73 10%	54 7%	54 7%	34 7%	37 8%	15 6%	23 8%	32 9%	32 6%	21 6%	1 5%	3 5%	17 11%
Don't know	48 3%	31 4%	17 2%	23 3%	24 3%	8 2%	21 4%	4 2%	15 5%	17 5%	21 4%	2 1%	1 5%	2 3%	4 2%

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	CURRENT WORKING STATUS						ETHNICITY					WORK EXPERIENCE	
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Accountancy, banking and finance	233	161	16	43	7	2	169	5	7	33	16	176	56
	16%	18%	10%	13%	20%	7%	15%	11%	10%	24%	23%	15%	19%
		b							fh	h			
Media and internet	230	146	18	53	6	5	178	11	13	13	9	178	51
	15%	16%	11%	17%	18%	13%	16%	21%	19%	10%	13%	15%	18%
								i	i				
Healthcare	218	126	24	55	5	3	157	8	7	27	14	188	31
	15%	14%	14%	17%	14%	7%	14%	17%	10%	20%	21%	16%	11%
											i		
Science and Pharmaceuticals	208	151	17	31	1	4	150	4	12	24	14	175	33
	14%	17%	10%	10%	4%	10%	13%	9%	17%	18%	20%	15%	11%
		bc											
Teaching and education	205	143	24	35	1	3	168	5	11	12	7	173	31
	14%	16%	14%	11%	2%	8%	15%	10%	16%	9%	9%	14%	11%
		cd											
Information Technology	194	124	19	41	2	4	145	5	8	24	8	145	48
	13%	14%	11%	13%	7%	11%	13%	10%	11%	17%	11%	12%	17%
												k	
Creative arts and design	193	117	23	39	7	5	153	5	13	10	9	157	33
	13%	13%	13%	12%	21%	14%	13%	10%	19%	8%	13%	13%	11%
							i		i				
Business, consulting and management	187	120	22	41	-	1	141	1	7	22	13	150	37
	12%	13%	13%	13%	-	2%	12%	2%	10%	16%	19%	13%	13%
		d	d	d			g			g	g		
Engineering and manufacturing	175	117	13	42	1	1	129	2	7	21	9	134	37
	12%	13%	8%	13%	2%	2%	11%	3%	11%	15%	13%	11%	13%
										g			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Law	162	116	15	26	-	1	115	8	7	19	9	122	39
	11%	13%	9%	8%	-	3%	10%	16%	10%	14%	13%	10%	14%
		cd											
Marketing, advertising and PR	113	70	12	22	-	2	87	5	2	8	10	90	22
	8%	8%	7%	7%	-	7%	8%	9%	2%	6%	14%	8%	8%
										fhi			
Retail	105	52	13	31	2	5	87	2	7	5	3	82	23
	7%	6%	7%	10%	6%	13%	8%	4%	10%	3%	4%	7%	8%
				a									
Armed services, law enforcement and security	98	49	13	29	4	1	80	2	7	4	2	77	21
	7%	5%	8%	9%	13%	2%	7%	4%	10%	3%	3%	6%	7%
				a					i				
Social Care	94	53	11	23	2	3	74	6	5	6	1	85	6
	6%	6%	6%	7%	6%	7%	6%	13%	7%	5%	1%	7%	2%
								j				l	
Leisure, sport and tourism	79	52	4	18	2	3	69	2	4	2	1	64	15
	5%	6%	2%	6%	5%	8%	6%	4%	6%	2%	1%	5%	5%
							i						
Charity and voluntary work	78	43	11	11	2	6	58	7	8	3	2	63	14
	5%	5%	6%	3%	7%	15%	5%	14%	11%	2%	3%	5%	5%
						ac		fij	fij				
Environment and agriculture	66	40	8	15	-	2	52	5	4	2	-	60	5
	4%	4%	5%	5%	-	5%	5%	10%	5%	2%	-	5%	2%
								ij	j			l	

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hospitality - including hotels, restaurants, coffee shops, pubs and bars	62 4%	22 2%	7 4%	28 9%	- -	3 8%	48 4%	2 4%	6 8%	3 2%	3 5%	52 4%	7 3%
				a		a			i				
Public services and administration	54 4%	32 4%	7 4%	12 4%	1 4%	2 6%	43 4%	3 6%	3 4%	5 4%	- -	44 4%	9 3%
								j					
Property and construction	35 2%	18 2%	9 5%	3 1%	1 4%	- -	27 2%	1 2%	3 4%	- -	3 5%	24 2%	11 4%
			ac						i		i		
Sales	34 2%	8 1%	9 5%	11 3%	2 7%	2 6%	28 2%	1 2%	1 1%	3 2%	1 1%	26 2%	7 3%
			a	a	a	a							
Energy and utilities	30 2%	20 2%	5 3%	5 1%	- -	- -	25 2%	- -	1 2%	3 2%	- -	22 2%	7 3%
Transport and logistics	23 2%	16 2%	4 2%	4 1%	- -	- -	17 1%	2 3%	- -	2 1%	2 3%	18 2%	5 2%
Recruitment and HR	23 2%	14 2%	2 1%	6 2%	- -	- -	16 1%	1 2%	1 2%	4 3%	2 2%	22 2%	2 1%
Other (Please specify)	109 7%	69 8%	7 4%	19 6%	5 14%	2 5%	87 8%	3 6%	9 14%	3 2%	6 9%	79 7%	29 10%
				b			i		i		i		k
Don't know	48 3%	16 2%	11 6%	8 2%	3 10%	7 19%	37 3%	1 2%	2 2%	5 3%	- -	34 3%	10 3%
			ac		ac	abc							

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Accountancy, banking and finance	233	36	27	21	32	17	15	6	28	19	17	17	-
	16%	20%	13%	17%	23%	12%	14%	9%	16%	14%	14%	22%	-
		beg		beg								g	
Media and internet	230	30	26	18	20	20	14	11	27	23	19	12	8
	15%	17%	13%	15%	15%	14%	13%	17%	16%	18%	16%	16%	27%
Healthcare	218	24	31	12	18	20	23	8	25	20	19	11	8
	15%	14%	15%	9%	13%	14%	20%	13%	15%	15%	15%	15%	26%
							c						
Science and Pharmaceuticals	208	24	29	20	16	19	17	8	22	17	21	10	6
	14%	13%	14%	16%	12%	14%	15%	12%	13%	13%	17%	13%	20%
Teaching and education	205	21	27	19	22	24	11	11	25	18	17	7	2
	14%	12%	13%	15%	16%	17%	10%	17%	15%	14%	14%	9%	6%
Information Technology	194	27	25	17	12	15	12	9	24	23	16	6	8
	13%	15%	12%	14%	9%	10%	11%	14%	14%	17%	13%	8%	27%
Creative arts and design	193	21	30	23	13	18	12	2	24	20	21	10	-
	13%	12%	14%	18%	9%	13%	11%	3%	14%	15%	17%	13%	-
			g	g		g			g	g	g		
Business, consulting and management	187	31	27	13	23	18	15	10	19	13	9	7	2
	12%	17%	13%	11%	17%	13%	13%	15%	11%	10%	8%	10%	7%
		j		j									
Engineering and manufacturing	175	25	22	14	20	21	18	5	14	14	16	4	2
	12%	14%	10%	11%	15%	15%	16%	9%	8%	10%	13%	5%	7%
						k	hk						
Law	162	24	30	12	9	16	11	8	21	16	11	7	-
	11%	13%	14%	10%	6%	11%	10%	12%	12%	12%	9%	9%	-
		d	d										

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Marketing, advertising and PR	113 8%	18 10%	15 7%	12 9%	11 8%	8 6%	8 8%	3 5%	19 11%	9 7%	7 6%	2 3%	- -
Retail	105 7%	10 5%	13 6%	13 10%	7 5%	10 7%	8 7%	5 7%	21 12% abd	8 6%	7 6%	5 7%	- -
Armed services, law enforcement and security	98 7%	10 5%	13 6%	7 6%	9 6%	6 4%	13 11% aeh	5 7%	8 5%	6 5%	11 9%	7 9%	4 14%
Social Care	94 6%	6 3%	15 7%	7 5%	4 3%	9 6%	8 7%	2 3%	12 7%	10 8% a	11 9% a	4 5%	6 19%
Leisure, sport and tourism	79 5%	11 6% ei	11 5%	9 7% ei	10 7% ei	2 1%	5 5%	5 7% ei	11 7% ei	2 1%	6 5%	6 8% ei	2 7%
Charity and voluntary work	78 5%	4 2%	9 4%	12 9% a	6 4%	8 6%	6 5%	1 2%	9 6%	6 4%	6 5%	7 9% a	4 13%
Environment and agriculture	66 4%	7 4%	7 3%	4 3%	4 3%	5 3%	3 3%	2 4%	7 4%	4 3%	14 12% abcdefhi	5 6%	4 13%
Hospitality - including hotels, restaurants, coffee shops, pubs and bars	62 4%	5 3%	8 4%	6 4%	5 3%	6 5%	4 4%	6 9% a	8 5%	5 4%	9 8% a	1 1%	- -

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public services and administration	54 4%	2 1%	10 5%	9 7%	2 2%	7 5%	1 1%	6 9%	4 2%	6 5%	5 4%	1 2%	- -
			a	adfh		a		adfh					
Property and construction	35 2%	6 3%	3 1%	5 4%	1 1%	3 2%	5 5%	2 3%	4 2%	2 1%	4 3%	- -	- -
Sales	34 2%	6 3%	4 2%	2 2%	3 2%	1 1%	3 3%	2 4%	5 3%	3 2%	2 2%	2 3%	- -
Energy and utilities	30 2%	3 2%	5 2%	1 1%	5 4%	3 2%	2 2%	- -	4 2%	1 1%	5 4%	1 2%	- -
Transport and logistics	23 2%	3 2%	5 2%	2 2%	1 1%	3 2%	- -	2 3%	5 3%	- -	1 1%	1 2%	- -
								i					
Recruitment and HR	23 2%	4 2%	2 1%	3 3%	2 2%	2 1%	3 3%	- -	1 1%	4 3%	2 2%	- -	- -
Other (Please specify)	109 7%	10 6%	18 9%	11 9%	15 11%	6 4%	9 8%	3 5%	10 6%	8 6%	12 10%	2 3%	2 7%
Don't know	48 3%	6 4%	7 3%	4 3%	8 5%	4 3%	2 2%	2 4%	3 2%	5 4%	2 2%	4 5%	- -

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Accountancy, banking and finance	233 16%	20 12%	- -	128 19%	10 17%	16 9%	2 8%	206 17%	85 17%	67 12%	80 14%
			ae					i	i		
Media and internet	230 15%	30 17%	1 7%	96 14%	11 17%	25 14%	2 8%	184 15%	78 15%	87 15%	101 17%
Healthcare	218 15%	20 12%	2 13%	111 16%	11 17%	21 11%	3 14%	199 16%	59 12%	77 14%	68 12%
								hj			
Science and Pharmaceuticals	208 14%	7 4%	6 38%	126 19%	11 18%	7 3%	2 8%	197 16%	33 7%	49 9%	52 9%
			ae	ae				hij			
Teaching and education	205 14%	18 10%	1 6%	102 15%	6 9%	14 7%	- -	196 16%	47 9%	61 11%	74 13%
			e					hi			
Information Technology	194 13%	21 12%	1 6%	84 12%	5 8%	35 19%	2 9%	153 12%	88 18%	94 16%	77 13%
						c			g	g	
Creative arts and design	193 13%	22 13%	2 13%	89 13%	7 11%	26 14%	1 5%	158 13%	70 14%	87 15%	80 14%
Business, consulting and management	187 12%	22 13%	- -	92 14%	5 8%	21 11%	2 9%	153 12%	69 14%	68 12%	74 13%
Engineering and manufacturing	175 12%	20 12%	1 6%	78 12%	9 14%	23 12%	4 19%	145 12%	77 15%	66 12%	56 10%
									gj		
Law	162 11%	17 10%	3 19%	88 13%	7 12%	7 4%	- -	156 13%	41 8%	47 8%	53 9%
		e		e	e			hij			

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Marketing, advertising and PR	113 8%	12 7%	1 8%	49 7%	5 8%	6 3%	3 13%	96 8%	32 6%	36 6%	47 8%
Retail	105 7%	16 9%	- -	43 6%	1 2%	23 12%	2 11%	67 5%	43 9%	50 9%	55 9%
Armed services, law enforcement and security	98 7%	17 10%	2 12%	44 7%	7 11%	9 5%	4 17%	67 5%	34 7%	32 6%	46 8%
Social Care	94 6%	15 9%	1 6%	38 6%	6 10%	13 7%	2 9%	77 6%	36 7%	44 8%	46 8%
Leisure, sport and tourism	79 5%	7 4%	- -	33 5%	3 6%	17 9%	3 11%	60 5%	33 7%	33 6%	23 4%
Charity and voluntary work	78 5%	6 4%	1 6%	36 5%	4 6%	7 4%	3 12%	63 5%	20 4%	22 4%	31 5%
Environment and agriculture	66 4%	5 3%	1 5%	28 4%	6 10%	10 5%	- -	54 4%	22 4%	27 5%	26 4%
Hospitality - including hotels, restaurants, coffee shops, pubs and bars	62 4%	10 5%	- -	28 4%	6 9%	12 6%	- -	41 3%	26 5%	33 6%	36 6%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public services and administration	54 4%	4 2%	1 6%	28 4%	4 6%	7 4%	2 9%	38 3%	22 4%	20 4%	22 4%
Property and construction	35 2%	5 3%	1 8%	12 2%	- -	9 5%	1 4%	24 2%	19 4%	15 3%	12 2%
Sales	34 2%	8 5%	- -	13 2%	1 2%	6 3%	1 6%	17 1%	14 3%	14 2%	22 4%
Energy and utilities	30 2%	3 2%	1 6%	12 2%	2 4%	1 1%	- -	25 2%	8 2%	7 1%	9 2%
Transport and logistics	23 2%	7 4%	1 5%	8 1%	1 2%	2 1%	1 3%	19 2%	7 1%	11 2%	9 1%
Recruitment and HR	23 2%	- -	- -	17 2%	- -	1 *	- -	21 2%	8 2%	7 1%	6 1%
Other (Please specify)	109 7%	12 7%	- -	49 7%	5 8%	17 9%	1 4%	84 7%	37 7%	38 7%	41 7%
Don't know	48 3%	8 5%	- -	21 3%	- -	5 2%	- -	25 2%	9 2%	16 3%	19 3%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Accountancy, banking and finance	233	182	51	153	76	208	16	214	14	184	43	163	71	151	76
	16%	15%	18%	18%	13%	16%	13%	16%	12%	16%	14%	16%	15%	16%	16%
			d												
Media and internet	230	176	54	121	103	198	19	208	18	170	56	160	70	146	76
	15%	15%	19%	14%	18%	15%	15%	15%	16%	15%	19%	15%	15%	15%	16%
Healthcare	218	197	22	130	86	192	20	201	14	174	44	157	62	139	76
	15%	16%	8%	15%	15%	15%	16%	15%	13%	15%	15%	15%	14%	15%	16%
		b													
Science and Pharmaceuticals	208	183	25	104	95	180	16	194	9	153	53	163	45	137	68
	14%	15%	9%	12%	16%	14%	13%	14%	8%	13%	18%	16%	10%	14%	14%
		b			c							l			
Teaching and education	205	171	34	97	101	181	10	200	3	169	30	150	55	124	73
	14%	14%	12%	11%	17%	14%	8%	15%	2%	15%	10%	14%	12%	13%	15%
			c					h		j					
Information Technology	194	155	39	112	77	175	10	185	7	146	44	149	45	135	50
	13%	13%	14%	13%	13%	14%	8%	14%	6%	13%	15%	14%	10%	14%	10%
								h				l		n	
Creative arts and design	193	160	33	93	92	165	16	181	12	143	46	142	52	109	81
	13%	13%	12%	11%	16%	13%	13%	13%	10%	12%	15%	14%	11%	11%	17%
			c											m	
Business, consulting and management	187	142	45	134	52	166	19	166	18	147	36	127	60	116	64
	12%	12%	16%	15%	9%	13%	15%	12%	17%	13%	12%	12%	13%	12%	13%
			d												
Engineering and manufacturing	175	148	27	105	70	157	13	164	10	138	36	137	38	118	48
	12%	12%	10%	12%	12%	12%	10%	12%	9%	12%	12%	13%	8%	12%	10%
												l			

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Law	162	136	26	98	61	146	8	148	11	133	27	120	42	109	49
	11%	11%	9%	11%	11%	11%	6%	11%	10%	12%	9%	12%	9%	11%	10%
Marketing, advertising and PR	113	88	25	74	37	102	6	98	12	83	28	84	28	72	39
	8%	7%	9%	9%	6%	8%	5%	7%	11%	7%	10%	8%	6%	8%	8%
Retail	105	69	35	55	46	90	7	91	11	70	33	67	38	53	48
	7%	6%	12%	6%	8%	7%	6%	7%	10%	6%	11%	6%	8%	6%	10%
			a							i				m	
Armed services, law enforcement and security	98	74	23	62	34	86	10	85	12	77	20	70	27	68	27
	7%	6%	8%	7%	6%	7%	8%	6%	11%	7%	7%	7%	6%	7%	6%
Social Care	94	72	21	56	37	77	13	84	8	77	16	72	22	63	29
	6%	6%	7%	6%	6%	6%	10%	6%	7%	7%	5%	7%	5%	7%	6%
Leisure, sport and tourism	79	56	23	42	33	66	7	71	6	60	14	57	22	54	22
	5%	5%	8%	5%	6%	5%	5%	5%	6%	5%	5%	5%	5%	6%	4%
			a												
Charity and voluntary work	78	61	16	35	40	64	10	70	6	61	13	52	26	40	34
	5%	5%	6%	4%	7%	5%	8%	5%	5%	5%	4%	5%	6%	4%	7%
					c									m	
Environment and agriculture	66	57	9	34	32	51	10	59	7	52	14	41	24	37	29
	4%	5%	3%	4%	6%	4%	8%	4%	6%	5%	5%	4%	5%	4%	6%
Hospitality - including hotels, restaurants, coffee shops, pubs and bars	62	44	17	39	19	54	4	52	7	45	12	36	26	45	14
	4%	4%	6%	5%	3%	4%	3%	4%	7%	4%	4%	3%	6%	5%	3%
												k			

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q4. In which of the following sectors, if any, would you currently consider pursuing a career?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public services and administration	54 4%	42 3%	13 4%	34 4%	20 3%	47 4%	2 1%	51 4%	2 2%	36 3%	17 6% i	34 3%	20 4%	30 3%	24 5%
Property and construction	35 2%	29 2%	5 2%	23 3%	11 2%	28 2%	4 3%	29 2%	5 4%	28 2%	7 2%	22 2%	12 3%	23 2%	11 2%
Sales	34 2%	24 2%	9 3%	24 3%	9 2%	27 2%	5 4%	28 2%	4 4%	25 2%	7 2%	21 2%	13 3%	16 2%	17 3% m
Energy and utilities	30 2%	22 2%	7 3%	16 2%	13 2%	29 2%	1 1%	27 2%	3 2%	23 2%	7 2%	25 2%	5 1%	17 2%	12 2%
Transport and logistics	23 2%	16 1%	7 2%	17 2%	6 1%	21 2%	1 1%	21 2%	2 2%	19 2%	4 1%	18 2%	5 1%	14 1%	10 2%
Recruitment and HR	23 2%	17 1%	6 2%	15 2%	8 1%	20 2%	1 1%	22 2%	1 1%	17 2%	6 2%	17 2%	7 1%	16 2%	7 1%
Other (Please specify)	109 7%	97 8% b	12 4%	54 6%	50 9%	93 7%	10 8%	95 7%	11 10%	80 7%	27 9%	75 7%	34 7%	66 7%	38 8%
Don't know	48 3%	21 2%	23 8% a	18 2%	12 2%	22 2%	6 5% e	23 2%	6 5% g	10 1%	15 5% i	17 2%	31 7% k	18 2%	12 2%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey**Q5_SUM. How likely or unlikely do you think it is that you will do each of the following?****SUMMARY TABLE**

Base: All respondents

							NETS		
	Total	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Net: confident	Net: not confident	Mean
1 year	1500 100%	481 32%	490 33%	290 19%	95 6%	144 10%	972 65%	385 26%	3.00
5 years	1500 100%	499 33%	740 49%	123 8%	21 1%	117 8%	1239 83%	144 10%	3.24
10 years or more	1500 100%	647 43%	525 35%	137 9%	40 3%	152 10%	1171 78%	177 12%	3.32

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

1 year.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	(4) 481	257	224	235	247	162	147	87	86	120	171	112	4	22	48
	32%	33%	31%	32%	32%	33%	32%	35%	29%	32%	31%	34%	21%	37%	30%
Fairly confident	(3) 490	252	238	247	243	177	143	69	101	125	176	107	9	17	54
	33%	33%	33%	33%	32%	36%	31%	27%	34%	34%	32%	32%	46%	29%	34%
Not very confident	(2) 290	138	152	137	153	84	88	55	63	70	114	61	1	11	31
	19%	18%	21%	18%	20%	17%	19%	22%	21%	19%	21%	18%	6%	18%	20%
Not at all confident	(1) 95	49	47	41	55	35	33	15	12	17	40	29	1	4	4
	6%	6%	6%	5%	7%	7%	7%	6%	4%	5%	7%	9%	6%	6%	3%
Don't know	144	75	69	80	63	40	47	26	31	37	50	23	4	6	20
	10%	10%	9%	11%	8%	8%	10%	10%	11%	10%	9%	7%	21%	10%	13%
															k
NETS															
Net: confident	972	509	463	482	490	339	290	155	187	245	348	220	12	40	102
	65%	66%	63%	65%	64%	68%	63%	62%	64%	66%	63%	66%	67%	66%	65%
Net: not confident	385	186	199	177	208	119	121	70	75	87	154	90	2	15	35
	26%	24%	27%	24%	27%	24%	26%	28%	26%	24%	28%	27%	12%	24%	22%
Mean score	3.00	3.03	2.97	3.03	2.98	3.02	2.98	3.01	2.99	3.05	2.95	2.98	3.03	3.08	3.06
Standard deviation	.92	.92	.92	.90	.94	.92	.95	.95	.87	.88	.94	.97	.84	.94	.83
Standard error	.03	.04	.04	.03	.04	.04	.05	.06	.05	.05	.04	.06	.22	.13	.07

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

1 year.

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	(4)	481	292	38	112	12	352	17	31	45	27	398	77
		32%	32%	22%	35%	35%	31%	33%	45%	32%	38%	33%	27%
			b	b					f			l	
Fairly confident	(3)	490	298	63	100	7	378	18	21	43	21	393	94
		33%	33%	37%	31%	22%	33%	36%	31%	31%	30%	33%	33%
Not very confident	(2)	290	164	42	68	7	220	11	8	37	11	228	60
		19%	18%	24%	21%	20%	19%	22%	12%	27%	15%	19%	21%
										fhj			
Not at all confident	(1)	95	64	8	16	2	72	4	4	8	6	68	27
		6%	7%	5%	5%	7%	6%	7%	6%	6%	8%	6%	9%
													k
Don't know		144	87	19	22	6	124	1	4	5	5	107	31
		10%	10%	11%	7%	16%	11%	2%	6%	4%	8%	9%	11%
							gi						
NETS													
Net: confident		972	590	101	212	19	730	35	53	87	48	791	171
		65%	65%	60%	67%	57%	64%	69%	76%	63%	69%	66%	59%
									f			l	
Net: not confident		385	228	50	85	9	292	15	12	45	16	296	86
		26%	25%	29%	27%	26%	26%	29%	18%	33%	23%	25%	30%
										h			
Mean score		3.00	3.00	2.87	3.04	3.03	2.99	2.97	3.22	2.94	3.07	3.03	2.86
									i			l	
Standard deviation		.92	.93	.85	.91	1.01	.92	.93	.92	.93	.97	.91	.96
Standard error		.03	.03	.07	.05	.16	.03	.14	.11	.08	.11	.03	.06

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

1 year.

Base: All respondents

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	(4)	481 32%	55 31%	65 31%	40 32%	53 39%	46 32%	31 27%	17 27%	60 35%	32 24%	53 43%	21 28%	8 26%
						i				i		abfgi		
Fairly confident	(3)	490 33%	57 32%	64 31%	39 31%	42 31%	47 33%	39 35%	20 31%	63 37%	47 36%	31 25%	30 40%	10 33%
										j				
Not very confident	(2)	290 19%	35 20%	47 22%	25 20%	20 15%	24 17%	24 22%	18 29%	26 16%	27 21%	21 17%	13 18%	8 27%
									dh					
Not at all confident	(1)	95 6%	9 5%	16 7%	8 6%	10 7%	12 9%	7 6%	4 7%	8 5%	10 8%	5 4%	6 8%	- -
Don't know		144 10%	22 12%	18 8%	14 11%	12 9%	12 9%	11 9%	4 7%	12 7%	16 12%	14 11%	5 7%	4 13%
NETS														
Net: confident		972 65%	112 63%	130 62%	79 63%	96 69%	92 65%	70 62%	37 58%	123 73%	79 60%	85 68%	51 68%	18 59%
										abgi				
Net: not confident		385 26%	44 25%	63 30%	33 26%	30 22%	36 26%	32 28%	22 35%	35 21%	38 28%	25 20%	20 26%	8 27%
				h					hj					
Mean score		3.00	3.02	2.93	2.99	3.11	2.98	2.92	2.84	3.10	2.86	3.21	2.93	2.99
						i				i		bfgi		
Standard deviation		.92	.90	.95	.93	.94	.96	.91	.93	.87	.92	.89	.92	.80
Standard error		.03	.06	.07	.09	.09	.08	.09	.13	.07	.09	.09	.12	.22

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

1 year.

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident (4)	481 32%	46 26%	5 35%	215 32%	32 52%	51 27%	9 39%	409 33%	148 30%	169 30%	200 34%
Fairly confident (3)	490 33%	64 37%	6 39%	218 32%	13 22%	67 36%	5 24%	394 32%	185 37%	204 36%	206 36%
Not very confident (2)	290 19%	42 24%	2 12%	133 20%	12 19%	37 20%	5 21%	236 19%	105 21%	114 20%	101 17%
Not at all confident (1)	95 6%	7 4%	1 6%	46 7%	1 1%	16 9%	1 5%	82 7%	24 5%	40 7%	31 5%
Don't know	144 10%	18 10%	1 8%	67 10%	3 5%	17 9%	2 10%	105 9%	40 8%	43 8%	43 7%
NETS											
Net: confident	972 65%	110 63%	11 74%	433 64%	46 74%	118 63%	14 63%	804 66%	333 66%	373 65%	406 70%
Net: not confident	385 26%	48 27%	3 18%	179 26%	13 21%	53 28%	6 26%	318 26%	129 26%	154 27%	132 23%
Mean score	3.00	2.94	3.13	2.98	3.32	2.89	3.09	3.01	2.99	2.95	3.07
Standard deviation	.92	.85	.89	.93	.85	.94	.97	.93	.87	.92	.89
Standard error	.03	.07	.24	.04	.12	.07	.21	.03	.04	.04	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

1 year.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very confident	(4)	481	427	54	308	164	439	20	446	29	403	74	353	128	345	126
		32%	35%	19%	35%	28%	34%	16%	33%	27%	35%	25%	34%	28%	36%	26%
			b		d		f				j		l		n	
Fairly confident	(3)	490	393	97	290	186	429	51	446	39	396	89	343	147	315	168
		33%	32%	34%	33%	32%	33%	40%	33%	35%	34%	30%	33%	32%	33%	35%
Not very confident	(2)	290	237	53	166	122	235	43	259	27	214	70	204	86	168	113
		19%	20%	19%	19%	21%	18%	34%	19%	24%	19%	23%	20%	19%	18%	23%
						e								m		
Not at all confident	(1)	95	73	22	49	43	84	6	84	9	64	27	59	36	57	31
		6%	6%	8%	6%	7%	7%	5%	6%	8%	6%	9%	6%	8%	6%	6%
											i					
Don't know		144	79	60	55	65	98	7	108	6	72	40	83	60	68	47
		10%	7%	21%	6%	11%	8%	6%	8%	6%	6%	13%	8%	13%	7%	10%
				a		c					i			k		
NETS																
Net: confident		972	820	151	597	349	869	71	893	69	799	163	697	275	660	293
		65%	68%	53%	69%	60%	68%	56%	66%	62%	70%	55%	67%	60%	69%	61%
			b		d		f				j		l		n	
Net: not confident		385	310	75	215	165	318	49	343	36	277	96	263	122	226	144
		26%	26%	26%	25%	28%	25%	39%	26%	32%	24%	32%	25%	27%	24%	30%
						e					i			m		
Mean score		3.00	3.04	2.81	3.05	2.91	3.03	2.70	3.02	2.85	3.06	2.81	3.03	2.93	3.07	2.89
			b		d		f				j			n		
Standard deviation		.92	.92	.91	.91	.94	.92	.80	.92	.93	.90	.96	.91	.95	.91	.90
Standard error		.03	.03	.06	.03	.04	.03	.07	.03	.09	.03	.06	.03	.05	.03	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

5 years.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very confident	(4)	499	259	240	255	244	154	152	88	105	127	173	118	2	28	46
		33%	34%	33%	35%	32%	31%	33%	35%	36%	34%	31%	35%	13%	47%	30%
															jn	
Fairly confident	(3)	740	385	356	362	378	269	231	118	123	170	287	163	12	25	80
		49%	50%	49%	49%	50%	54%	50%	47%	42%	46%	52%	49%	67%	42%	51%
							h	h								
Not very confident	(2)	123	62	61	53	70	33	33	24	34	38	49	24	-	-	12
		8%	8%	8%	7%	9%	7%	7%	9%	12%	10%	9%	7%	-	-	7%
										ef	m	m	m			m
Not at all confident	(1)	21	8	12	8	13	7	9	2	3	5	4	8	-	2	1
		1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	3%	-	3%	1%
												j				
Don't know		117	55	61	61	55	35	35	19	28	29	39	20	4	5	18
		8%	7%	8%	8%	7%	7%	8%	8%	10%	8%	7%	6%	21%	8%	12%
																k
NETS																
Net: confident		1239	644	596	617	622	423	382	206	228	297	460	280	15	53	126
		83%	84%	82%	83%	82%	85%	83%	82%	78%	80%	83%	84%	79%	89%	80%
							h									
Net: not confident		144	71	73	61	83	40	41	26	37	43	53	33	-	2	12
		10%	9%	10%	8%	11%	8%	9%	10%	13%	12%	10%	10%	-	3%	8%
										e	m					
Mean score		3.24	3.25	3.23	3.28	3.21	3.23	3.24	3.26	3.25	3.23	3.23	3.25	3.16	3.44	3.24
															ij	
Standard deviation		.67	.66	.69	.65	.69	.64	.68	.68	.71	.70	.64	.71	.38	.69	.62
Standard error		.02	.03	.03	.02	.03	.03	.03	.04	.04	.04	.03	.04	.10	.09	.05

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

5 years.

Base: All respondents

	CURRENT WORKING STATUS						ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
	a	b	c	d	e	f	g	h	i	j	k	l		
Significance Level: 95%														
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292	
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very confident	(4)	499	313	42	109	8	11	374	20	20	47	30	407	87
		33%	35%	24%	34%	23%	30%	33%	40%	30%	34%	42%	34%	30%
		b	b											
Fairly confident	(3)	740	451	95	153	17	15	551	21	45	78	30	599	136
		49%	50%	56%	48%	51%	38%	48%	42%	65%	57%	44%	50%	47%
								fgj	f					
Not very confident	(2)	123	67	14	31	3	4	105	7	2	6	4	89	32
		8%	7%	8%	10%	10%	12%	9%	13%	3%	4%	6%	7%	11%
								i	hi					k
Not at all confident	(1)	21	10	3	6	1	1	14	1	-	2	1	16	5
		1%	1%	2%	2%	3%	3%	1%	3%	-	1%	2%	1%	2%
Don't know		117	64	17	19	4	7	102	1	2	5	4	84	28
		8%	7%	10%	6%	13%	17%	9%	2%	2%	4%	6%	7%	10%
						ac		i						
NETS														
Net: confident		1239	764	137	262	25	26	925	41	66	125	60	1006	223
		83%	84%	80%	82%	74%	68%	81%	82%	95%	91%	86%	84%	77%
			e		e				fg	f			l	
Net: not confident		144	77	17	37	4	6	119	8	2	7	6	105	37
		10%	9%	10%	12%	13%	15%	10%	16%	3%	5%	8%	9%	13%
								h	hi					k
Mean score		3.24	3.27	3.15	3.22	3.08	3.14	3.23	3.22	3.28	3.29	3.34	3.26	3.17
			b											
Standard deviation		.67	.65	.64	.71	.72	.81	.68	.79	.51	.61	.70	.66	.71
Standard error		.02	.02	.05	.04	.14	.15	.02	.12	.06	.05	.08	.02	.04

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

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5 years.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15	
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very confident	(4)	499	59	63	41	45	49	34	22	60	41	48	30	6
		33%	33%	30%	33%	35%	30%	34%	36%	31%	39%	40%	19%	
Fairly confident	(3)	740	83	117	56	65	70	60	31	84	69	56	33	14
		49%	47%	56%	45%	47%	49%	54%	48%	50%	52%	46%	44%	47%
Not very confident	(2)	123	18	11	15	14	10	10	6	13	7	6	7	6
		8%	10%	5%	12%	10%	7%	9%	9%	7%	6%	5%	9%	20%
Not at all confident	(1)	21	2	3	-	-	5	2	1	1	2	1	3	-
		1%	1%	2%	-	-	3%	2%	2%	1%	2%	1%	3%	-
							cd						cd	
Don't know		117	15	15	14	14	8	5	4	11	13	12	3	4
		8%	9%	7%	11%	10%	5%	5%	7%	6%	10%	10%	3%	13%
NETS														
Net: confident		1239	142	181	97	110	119	95	53	145	110	105	64	20
		83%	80%	86%	77%	80%	84%	84%	82%	86%	83%	85%	84%	66%
				c										
Net: not confident		144	20	15	15	14	14	12	7	14	9	7	10	6
		10%	11%	7%	12%	10%	10%	11%	11%	8%	7%	6%	13%	20%
Mean score		3.24	3.22	3.23	3.23	3.25	3.23	3.19	3.23	3.29	3.25	3.36	3.25	2.99
Standard deviation		.67	.70	.63	.67	.65	.73	.68	.70	.64	.65	.64	.78	.69
Standard error		.02	.05	.04	.07	.06	.06	.07	.10	.05	.06	.07	.10	.19

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

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5 years.

Base: All respondents

Significance Level: 95%

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	(4) 499 33%	58 33%	4 24%	220 33%	31 50%	57 30%	7 29%	420 34%	169 34%	184 32%	207 36%
Fairly confident	(3) 740 49%	77 44%	9 57%	347 51%	25 40%	98 52%	13 57%	615 50%	253 50%	295 52%	287 49%
Not very confident	(2) 123 8%	23 13%	1 5%	52 8%	4 6%	15 8%	1 3%	93 8%	45 9%	48 8%	44 8%
Not at all confident	(1) 21 1%	2 1%	1 6%	9 1%	- -	2 1%	1 5%	15 1%	7 1%	8 1%	6 1%
Don't know	117 8%	17 9%	1 8%	50 7%	2 4%	15 8%	1 6%	85 7%	28 5%	35 6%	38 7%
NETS											
Net: confident	1239 83%	135 77%	12 81%	567 84%	56 90%	155 83%	19 86%	1034 84%	422 84%	479 84%	494 85%
Net: not confident	144 10%	24 14%	2 11%	61 9%	4 6%	17 9%	2 9%	108 9%	52 10%	56 10%	50 9%
Mean score	3.24	3.20	3.08	3.24	3.46	3.22	3.17	3.26	3.23	3.22	3.28
Standard deviation	.67	.72	.77	.66	.61	.64	.75	.66	.68	.66	.65
Standard error	.02	.06	.21	.03	.09	.05	.16	.02	.03	.03	.03

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

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5 years.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very confident	(4)	499	449	50	328	164	467	19	473	22	442	54	361	138	355	132
		33%	37%	17%	38%	28%	36%	15%	35%	19%	38%	18%	35%	30%	37%	27%
			b	d	f	h	j							n		
Fairly confident	(3)	740	604	136	423	296	632	74	671	57	568	160	533	207	473	250
		49%	50%	48%	49%	51%	49%	58%	50%	51%	49%	53%	51%	45%	50%	52%
						e						l				
Not very confident	(2)	123	83	40	66	56	98	23	98	23	79	40	72	51	69	49
		8%	7%	14%	8%	10%	8%	18%	7%	21%	7%	14%	7%	11%	7%	10%
			a	e	g	i							k			
Not at all confident	(1)	21	15	6	8	13	16	4	15	6	10	10	15	5	10	8
		1%	1%	2%	1%	2%	1%	3%	1%	5%	1%	3%	1%	1%	1%	2%
				c				g			i					
Don't know		117	58	54	43	50	73	7	87	4	50	35	62	54	47	45
		8%	5%	19%	5%	9%	6%	6%	6%	4%	4%	12%	6%	12%	5%	9%
			a	c							i		k		m	
NETS																
Net: confident		1239	1053	186	750	460	1099	93	1144	79	1010	214	894	345	828	383
		83%	87%	65%	86%	79%	86%	73%	85%	71%	88%	72%	86%	76%	87%	79%
			b	d	f	h	j					l		n		
Net: not confident		144	98	46	74	69	114	26	113	28	89	50	87	57	78	57
		10%	8%	16%	9%	12%	9%	21%	8%	26%	8%	17%	8%	12%	8%	12%
			a	c	e	g	i					k		m		
Mean score		3.24	3.29	2.99	3.30	3.16	3.28	2.91	3.27	2.88	3.31	2.98	3.26	3.19	3.29	3.15
			b	d	f	h	j							n		
Standard deviation		.67	.65	.70	.65	.70	.66	.68	.65	.78	.64	.71	.66	.70	.65	.68
Standard error		.02	.02	.05	.02	.03	.02	.06	.02	.08	.02	.04	.02	.04	.02	.03

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

10 years or more.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very confident	(4)	647	347	300	324	322	213	196	113	125	161	238	140	2	33	66
		43%	45%	41%	44%	42%	43%	43%	45%	43%	44%	43%	42%	13%	55%	42%
Fairly confident	(3)	525	264	261	254	271	193	155	85	91	115	200	128	8	17	55
		35%	34%	36%	34%	36%	39%	34%	34%	31%	31%	36%	38%	45%	28%	35%
Not very confident	(2)	137	65	72	67	69	41	48	22	26	40	51	27	3	3	12
		9%	8%	10%	9%	9%	8%	11%	9%	9%	11%	9%	8%	16%	5%	8%
Not at all confident	(1)	40	21	19	16	24	6	14	6	14	15	14	8	-	-	4
		3%	3%	3%	2%	3%	1%	3%	2%	5%	4%	2%	2%	-	-	3%
Don't know		152	73	79	78	74	45	45	25	36	37	49	30	5	7	20
		10%	9%	11%	11%	10%	9%	10%	10%	12%	10%	9%	9%	27%	12%	13%
NETS																
Net: confident		1171	611	561	578	594	406	350	198	217	277	438	268	11	50	120
		78%	79%	77%	78%	78%	82%	76%	79%	74%	75%	79%	80%	57%	83%	77%
Net: not confident		177	86	91	84	93	47	63	27	40	55	64	35	3	3	16
		12%	11%	12%	11%	12%	9%	14%	11%	14%	15%	12%	11%	16%	5%	10%
Mean score		3.32	3.34	3.29	3.34	3.30	3.35	3.29	3.36	3.28	3.28	3.32	3.32	2.96	3.56	3.33
															ijk	
Standard deviation		.77	.77	.78	.76	.79	.70	.81	.76	.86	.84	.76	.74	.64	.61	.76
Standard error		.02	.03	.03	.03	.03	.03	.04	.05	.05	.05	.03	.04	.18	.08	.07

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

10 years or more.

Base: All respondents

	CURRENT WORKING STATUS						ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
	a	b	c	d	e	f	g	h	i	j	k	l		
Significance Level: 95%														
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292	
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very confident	(4)	647	379	77	155	8	13	479	24	30	67	37	532	111
		43%	42%	45%	49%	24%	34%	42%	49%	43%	49%	53%	45%	38%
		d	d	ad										
Fairly confident	(3)	525	352	45	92	16	11	402	20	26	45	21	411	110
		35%	39%	27%	29%	47%	29%	35%	39%	38%	33%	30%	34%	38%
		bc		bc										
Not very confident	(2)	137	72	23	32	2	4	109	3	6	11	7	111	23
		9%	8%	13%	10%	6%	10%	10%	6%	8%	8%	9%	9%	8%
		a		a										
Not at all confident	(1)	40	18	3	14	2	2	33	1	1	2	2	31	8
		3%	2%	2%	4%	6%	5%	3%	3%	2%	2%	3%	3%	3%
		a		a										
Don't know		152	84	22	26	5	8	123	2	7	13	3	110	37
		10%	9%	13%	8%	16%	22%	11%	3%	9%	9%	5%	9%	13%
		ac												
NETS														
Net: confident		1171	731	123	247	24	24	881	44	56	112	58	943	221
		78%	81%	72%	78%	71%	63%	77%	88%	81%	81%	83%	79%	76%
		be												
Net: not confident		177	90	26	45	4	6	142	4	7	13	9	141	31
		12%	10%	15%	14%	13%	15%	12%	9%	10%	9%	13%	12%	11%
		a		a										
Mean score		3.32	3.33	3.32	3.33	3.06	3.16	3.30	3.39	3.35	3.41	3.39	3.33	3.28
Standard deviation		.77	.73	.81	.85	.83	.91	.79	.73	.72	.73	.80	.77	.77
Standard error		.02	.03	.07	.05	.16	.17	.02	.11	.09	.06	.09	.02	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

10 years or more.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	(4)	647 43%	81 46%	93 44%	45 36%	48 35%	67 48% d	57 51% cd	26 41%	75 44%	59 44%	55 44%	33 43%	8 26%
Fairly confident	(3)	525 35%	55 31%	77 37%	52 41% i	54 39%	45 32%	34 31%	24 38%	62 37%	37 28%	40 32%	32 42%	12 41%
Not very confident	(2)	137 9%	17 9%	16 8%	8 6%	15 11%	16 12%	12 10%	4 7%	15 9%	16 12%	9 7%	6 8%	2 7%
Not at all confident	(1)	40 3%	5 3%	4 2%	2 2%	4 3%	- -	2 2%	5 7% beh	3 2%	6 5% e	4 3% e	2 3% e	4 13%
Don't know		152 10%	20 11%	19 9%	19 15% fk	17 12% k	13 9%	7 6%	4 7%	14 8%	14 11%	17 14% k	3 3%	4 13%
NETS														
Net: confident		1171 78%	136 76%	170 81%	97 77%	102 74%	112 79%	91 81%	51 79%	137 81%	96 72%	95 77%	65 85%	20 67%
Net: not confident		177 12%	22 12%	21 10%	10 8%	19 14%	16 12%	14 12%	9 14%	18 11%	22 17% c	12 10%	9 12%	6 20%
Mean score		3.32	3.35	3.36	3.32	3.21	3.40	3.40	3.21	3.35	3.26	3.37	3.29	2.92
Standard deviation		.77	.79	.74	.69	.78	.71	.76	.89	.73	.88	.77	.77	1.01
Standard error		.02	.06	.05	.07	.08	.06	.07	.12	.06	.08	.08	.10	.28

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

10 years or more.

Base: All respondents

Significance Level: 95%

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	(4) 647 43%	72 41%	5 35%	304 45%	30 48%	81 43%	13 58%	546 45%	227 45%	259 45%	261 45%
Fairly confident	(3) 525 35%	47 27%	7 46%	237 35%	21 33%	70 37%	4 17%	445 36%	156 31%	193 34%	197 34%
				a		a		h			
Not very confident	(2) 137 9%	27 15%	1 6%	56 8%	6 10%	14 7%	4 16%	98 8%	57 11%	56 10%	59 10%
		ce						g			
Not at all confident	(1) 40 3%	5 3%	1 5%	18 3%	1 2%	7 4%	1 5%	26 2%	20 4%	19 3%	16 3%
								g			
Don't know	152 10%	26 15%	1 8%	62 9%	4 7%	16 9%	1 4%	111 9%	43 9%	43 8%	50 9%
		c									
NETS											
Net: confident	1171 78%	118 67%	12 81%	541 80%	50 81%	151 80%	17 75%	992 81%	383 76%	452 79%	457 79%
				a		a		h			
Net: not confident	177 12%	32 18%	2 11%	74 11%	7 12%	21 11%	5 21%	125 10%	77 15%	75 13%	74 13%
		ce						g			
Mean score	3.32	3.22	3.21	3.34	3.37	3.31	3.33	3.35	3.28	3.31	3.32
Standard deviation	.77	.87	.82	.77	.76	.78	.96	.74	.84	.80	.78
Standard error	.02	.07	.22	.03	.11	.06	.20	.02	.04	.03	.03

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q5. Please think about the career which you currently think you are most likely to pursue, or would most like to pursue. If you are able to get a job in this field, to what extent, if at all, are you confident that this career would offer enough opportunities for progression or promotion for you to remain in it for...

10 years or more.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very confident	(4)	647	583	64	421	216	582	41	607	32	551	86	475	171	454	174
		43%	48%	22%	48%	37%	45%	32%	45%	29%	48%	29%	46%	38%	48%	36%
			b	d	f	h	j	l	n							
Fairly confident	(3)	525	426	99	292	216	460	44	481	35	416	101	367	158	338	175
		35%	35%	35%	34%	37%	36%	34%	36%	32%	36%	34%	35%	35%	35%	36%
Not very confident	(2)	137	97	40	75	61	107	25	109	26	93	42	86	50	77	54
		9%	8%	14%	9%	10%	8%	19%	8%	23%	8%	14%	8%	11%	8%	11%
			a	e	g	i										
Not at all confident	(1)	40	25	15	23	18	28	10	29	11	17	22	29	12	20	18
		3%	2%	5%	3%	3%	2%	8%	2%	10%	1%	7%	3%	3%	2%	4%
			a	e	g	i										
Don't know		152	79	68	57	68	107	7	118	7	72	48	87	65	65	63
		10%	7%	24%	7%	12%	8%	6%	9%	6%	6%	16%	8%	14%	7%	13%
			a	c								i	k	m		
NETS																
Net: confident	1171	1008	163	713	432	1042	84	1088	67	967	187	842	329	792	350	
	78%	83%	57%	82%	75%	81%	67%	81%	60%	84%	63%	81%	72%	83%	72%	
		b	d	f	h	j	l	n								
Net: not confident	177	122	55	97	78	135	35	138	37	110	64	115	62	97	72	
	12%	10%	19%	11%	14%	11%	27%	10%	33%	10%	22%	11%	14%	10%	15%	
			a	e	g	i	m									
Mean score	3.32	3.39	2.97	3.37	3.24	3.36	2.97	3.36	2.85	3.39	3.00	3.35	3.25	3.38	3.20	
		b	d	f	h	j	l	n								
Standard deviation	.77	.74	.87	.77	.79	.74	.95	.74	.99	.71	.93	.77	.79	.74	.82	
Standard error	.02	.02	.06	.03	.04	.02	.09	.02	.10	.02	.06	.02	.04	.02	.04	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q6_SUM. Please continue thinking about the career which you currently think you are most likely to pursue, or would most like to pursue. Thinking about this career, how much, if anything, do you understand about each of the following?

SUMMARY TABLE

Base: All respondents

	Total	A great deal	A fair amount	A little	Not at all	Mean
What your job role would be when you start	1500 100%	297 20%	699 47%	422 28%	83 6%	2.81
What your job role would be after you have received your first promotion	1500 100%	271 18%	591 39%	466 31%	171 11%	2.64
What would be expected of you in your new role, having received a first promotion	1500 100%	315 21%	544 36%	441 29%	200 13%	2.65

Whitbread Careers Survey

Q6. Please continue thinking about the career which you currently think you are most likely to pursue, or would most like to pursue. Thinking about this career, how much, if anything, do you understand about each of the following?

What your job role would be when you start.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED							
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	297	156	140	145	152	94	93	55	54	92	102	69	5	9	17
		20%	20%	19%	20%	20%	19%	20%	22%	19%	25%	18%	21%	27%	14%	11%
										jn	n	n				
A fair amount	(3)	699	379	320	341	357	223	218	128	130	172	265	147	7	30	76
		47%	49%	44%	46%	47%	45%	48%	51%	44%	47%	48%	44%	40%	51%	49%
			b													
A little	(2)	422	200	222	214	208	147	120	59	96	94	151	98	5	18	51
		28%	26%	30%	29%	27%	30%	26%	24%	33%	25%	27%	29%	28%	30%	33%
										g						
Not at all	(1)	83	35	48	40	43	33	27	9	14	11	34	20	1	3	13
		6%	5%	7%	5%	6%	7%	6%	4%	5%	3%	6%	6%	5%	5%	8%
											i					i
Mean score		2.81	2.85	2.76	2.80	2.81	2.76	2.82	2.91	2.77	2.94	2.79	2.79	2.89	2.74	2.62
			b						eh		jkn	n	n			
Standard deviation		.81	.79	.84	.81	.82	.83	.82	.77	.80	.79	.81	.83	.88	.77	.78
Standard error		.02	.03	.03	.03	.03	.04	.04	.05	.05	.04	.03	.05	.21	.10	.06

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q6. Please continue thinking about the career which you currently think you are most likely to pursue, or would most like to pursue. Thinking about this career, how much, if anything, do you understand about each of the following?

What your job role would be when you start.

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A great deal	(4) 297 20%	164 18%	35 21%	76 24%	7 22%	6 17%	222 19%	9 19%	11 16%	30 22%	22 32%	249 21%	45 16%
			a								fh	l	
A fair amount	(3) 699 47%	409 45%	79 46%	155 49%	20 59%	21 54%	528 46%	30 60%	38 55%	63 46%	26 38%	563 47%	133 46%
				a				j	j				
A little	(2) 422 28%	277 31%	47 28%	74 23%	6 19%	8 20%	330 29%	9 18%	14 21%	42 30%	18 26%	329 28%	86 30%
				c									
Not at all	(1) 83 6%	55 6%	9 5%	14 4%	- -	4 9%	67 6%	2 3%	6 9%	3 2%	3 5%	53 4%	24 8%
									i				k
Mean score	2.81	2.75	2.83	2.92	3.03	2.78	2.79	2.94	2.77	2.87	2.97	2.84	2.69
				a								l	
Standard deviation	.81	.82	.82	.80	.65	.84	.82	.71	.83	.77	.88	.80	.84
Standard error	.02	.03	.06	.05	.12	.14	.02	.10	.10	.06	.10	.02	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q6. Please continue thinking about the career which you currently think you are most likely to pursue, or would most like to pursue. Thinking about this career, how much, if anything, do you understand about each of the following?

What your job role would be when you start.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15	
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	297	41	30	28	23	34	24	13	40	25	28	11	-
		20%	23%	14%	22%	17%	24%	22%	20%	24%	19%	22%	14%	-
			b			b			b					
A fair amount	(3)	699	82	102	49	71	52	61	29	77	57	51	44	24
		47%	46%	49%	39%	51%	37%	54%	45%	46%	43%	41%	58%	80%
			e		e		ce					cej		
A little	(2)	422	43	66	41	39	46	25	18	43	41	35	20	6
		28%	24%	31%	32%	28%	33%	22%	28%	26%	31%	28%	26%	20%
Not at all	(1)	83	12	12	8	5	9	2	4	9	10	11	1	-
		6%	7%	6%	6%	4%	6%	2%	7%	5%	7%	9%	2%	-
										f	f			
Mean score	2.81	2.85	2.71	2.77	2.82	2.79	2.96	2.78	2.88	2.74	2.77	2.85	2.80	
							bi		b					
Standard deviation	.81	.85	.78	.87	.75	.89	.72	.85	.83	.85	.90	.67	.41	
Standard error	.02	.06	.05	.08	.07	.07	.07	.11	.06	.07	.09	.09	.11	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

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Q6. Please continue thinking about the career which you currently think you are most likely to pursue, or would most like to pursue. Thinking about this career, how much, if anything, do you understand about each of the following?

What your job role would be when you start.

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%												
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578	
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	297	33	2	119	19	45	9	242	123	152	135
		20%	19%	12%	18%	30%	24%	40%	20%	24%	27%	23%
					c	c			g	g		
A fair amount	(3)	699	91	9	317	26	92	10	569	249	284	296
		47%	51%	63%	47%	43%	49%	43%	46%	50%	50%	51%
A little	(2)	422	47	2	202	13	48	4	348	117	127	135
		28%	27%	11%	30%	21%	26%	17%	28%	23%	22%	23%
					e	e			hij			
Not at all	(1)	83	5	2	41	4	2	-	67	13	8	15
		6%	3%	14%	6%	6%	1%	-	5%	3%	1%	3%
					e	e			hij			
Mean score	2.81	2.86	2.75	2.76	2.97	2.97	3.24	2.80	2.96	3.02	2.95	
						c			g	g	g	
Standard deviation	.81	.75	.87	.81	.88	.73	.73	.81	.76	.74	.75	
Standard error	.02	.06	.22	.03	.12	.05	.15	.02	.03	.03	.03	

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

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What your job role would be when you start.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	297	285	12	222	70	274	13	272	20	267	22	215	82	224	62
		20%	24%	4%	26%	12%	21%	10%	20%	18%	23%	8%	21%	18%	23%	13%
			b	d	f	j								n		
A fair amount	(3)	699	593	106	416	269	602	73	628	56	567	123	496	203	482	202
		47%	49%	37%	48%	46%	47%	58%	47%	50%	49%	41%	47%	44%	51%	42%
			b	e	j									n		
A little	(2)	422	293	129	200	199	350	36	379	28	283	118	293	129	227	174
		28%	24%	45%	23%	34%	27%	28%	28%	26%	25%	40%	28%	28%	24%	36%
			a	c	i									m		
Not at all	(1)	83	38	41	30	40	60	5	65	7	32	35	40	43	22	47
		6%	3%	14%	3%	7%	5%	4%	5%	6%	3%	12%	4%	9%	2%	10%
			a	c	i								k	m		
Mean score	2.81	2.93	2.31	2.96	2.64	2.85	2.74	2.82	2.80	2.93	2.44	2.85	2.71	2.95	2.57	
		b	d	j								l	n			
Standard deviation	.81	.77	.76	.79	.78	.81	.69	.80	.81	.76	.80	.79	.87	.75	.83	
Standard error	.02	.02	.05	.03	.03	.02	.06	.02	.08	.02	.05	.02	.04	.02	.04	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q6. Please continue thinking about the career which you currently think you are most likely to pursue, or would most like to pursue. Thinking about this career, how much, if anything, do you understand about each of the following?

What your job role would be after you have received your first promotion.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	271	148	123	142	129	86	93	52	39	84	99	56	2	10	17
		18%	19%	17%	19%	17%	17%	20%	21%	13%	23%	18%	17%	12%	17%	11%
								h	h		kn	n				
A fair amount	(3)	591	319	272	270	321	189	191	97	114	157	204	138	7	22	62
		39%	41%	37%	37%	42%	38%	42%	39%	39%	43%	37%	41%	38%	36%	40%
						c										
A little	(2)	466	235	231	242	224	159	125	74	108	90	182	106	5	22	59
		31%	31%	32%	33%	29%	32%	27%	29%	37%	24%	33%	32%	29%	37%	37%
									f			i	i		i	i
Not at all	(1)	171	67	104	85	86	64	49	28	31	37	67	33	4	6	19
		11%	9%	14%	12%	11%	13%	11%	11%	11%	10%	12%	10%	21%	10%	12%
				a												
Mean score	2.64	2.71	2.57	2.64	2.65	2.60	2.72	2.70	2.55	2.78	2.61	2.65	2.41	2.61	2.50	
		b					eh			jn						
Standard deviation	.91	.87	.93	.92	.89	.92	.91	.92	.86	.91	.92	.87	.98	.89	.85	
Standard error	.02	.03	.03	.03	.03	.04	.04	.06	.05	.05	.04	.05	.24	.11	.07	

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

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What your job role would be after you have received your first promotion.

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A great deal	(4) 271 18%	145 16%	34 20%	69 22%	8 24%	6 16%	186 16%	6 13%	16 23%	33 24%	21 31%	219 18%	50 17%
			a						f		fg		
A fair amount	(3) 591 39%	361 40%	72 42%	125 39%	13 40%	13 35%	457 40%	23 45%	24 35%	57 41%	23 33%	485 41%	103 36%
A little	(2) 466 31%	292 32%	46 27%	92 29%	12 36%	13 35%	367 32%	19 39%	18 26%	37 27%	18 25%	364 30%	96 33%
Not at all	(1) 171 11%	108 12%	18 11%	33 10%	- -	6 15%	136 12%	2 3%	11 15%	11 8%	8 11%	127 11%	39 14%
		d				d			g				
Mean score	2.64	2.60	2.72	2.72	2.87	2.52	2.60	2.67	2.66	2.81	2.83	2.67	2.57
				a						f	f		
Standard deviation	.91	.89	.91	.92	.78	.94	.90	.74	1.00	.89	1.00	.90	.93
Standard error	.02	.03	.07	.05	.14	.16	.03	.11	.12	.07	.11	.03	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

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Base: All respondents

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A great deal	(4)	271 18%	39 22% cd	34 16%	13 10%	18 13%	27 19% c	28 25% cd	9 15%	41 24% bcd	21 16%	24 19%	11 15%	4 14%
A fair amount	(3)	591 39%	68 38%	84 40%	46 36%	55 40%	60 43%	45 40%	27 43%	64 38%	47 35%	43 35%	40 53% achij	12 39%
A little	(2)	466 31%	51 28%	66 31%	45 36%	55 40% aefh	39 28%	30 27%	16 25%	48 28%	46 35%	39 31%	21 27%	10 34%
Not at all	(1)	171 11%	20 11%	26 12%	22 17% dfhk	10 7%	14 10%	9 8%	11 17% dk	16 9%	19 14%	18 15%	4 5%	4 13%
Mean score		2.64	2.71 c	2.61 c	2.39	2.59	2.71 c	2.82 bcdi	2.55	2.78 ci	2.53	2.58	2.78 c	2.53
Standard deviation		.91	.93	.90	.89	.80	.90	.91	.95	.92	.92	.96	.76	.90
Standard error		.02	.06	.06	.08	.08	.08	.09	.12	.07	.08	.09	.10	.23

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

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Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%												
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578	
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	271 18%	32 18%	5 31%	103 15%	13 21%	44 24%	9 38%	219 18%	125 25%	144 25%	123 21%
					c			g		g		
A fair amount	(3)	591 39%	75 43%	3 18%	266 39%	23 37%	83 44%	8 35%	488 40%	213 42%	243 43%	249 43%
A little	(2)	466 31%	50 28%	6 38%	224 33%	21 34%	47 25%	4 19%	381 31%	127 25%	148 26%	171 29%
				e				hi				
Not at all	(1)	171 11%	19 11%	2 14%	85 12%	5 8%	14 7%	2 8%	139 11%	37 7%	35 6%	38 6%
								hij				
Mean score	2.64	2.68	2.66	2.57	2.71	2.84	3.04	2.64	2.85	2.87	2.79	
						c			g	g	g	
Standard deviation	.91	.89	1.09	.89	.90	.87	.96	.90	.88	.86	.85	
Standard error	.02	.07	.28	.03	.12	.06	.20	.03	.04	.04	.04	

Columns Tested: a,b,c,d,e,f - g,h,i,j

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Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	271	249	22	205	59	240	20	249	17	237	26	202	70	201	59
		18%	21%	8%	24%	10%	19%	16%	19%	15%	21%	9%	19%	15%	21%	12%
			b		d					j				n		
A fair amount	(3)	591	513	78	373	203	519	50	539	40	497	84	419	172	419	155
		39%	42%	27%	43%	35%	40%	39%	40%	36%	43%	28%	40%	38%	44%	32%
			b		d						j				n	
A little	(2)	466	349	117	221	231	387	50	408	44	333	118	319	147	266	185
		31%	29%	41%	25%	40%	30%	40%	30%	40%	29%	39%	31%	32%	28%	38%
				a		c		e		g		i			m	
Not at all	(1)	171	99	68	69	86	139	7	148	10	82	71	104	67	68	85
		11%	8%	24%	8%	15%	11%	5%	11%	9%	7%	24%	10%	15%	7%	18%
				a		c					i		k		m	
Mean score	2.64	2.75	2.19	2.82	2.41	2.67	2.65	2.66	2.57	2.77	2.21	2.69	2.54	2.79	2.39	
			b		d					j		l		n		
Standard deviation	.91	.87	.89	.88	.86	.90	.81	.90	.85	.86	.91	.90	.92	.86	.91	
Standard error	.02	.03	.05	.03	.04	.03	.07	.02	.08	.03	.05	.03	.04	.03	.04	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

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What would be expected of you in your new role, having received a first promotion.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	315	177	138	161	154	95	105	55	60	109	101	62	2	16	22
		21%	23%	19%	22%	20%	19%	23%	22%	21%	30%	18%	19%	12%	26%	14%
			b							jkn				n		
A fair amount	(3)	544	287	256	255	288	162	188	94	100	141	202	125	9	16	48
		36%	37%	35%	35%	38%	33%	41%	37%	34%	38%	37%	37%	48%	26%	31%
							e									
A little	(2)	441	227	214	227	215	158	108	78	97	80	167	107	3	18	64
		29%	29%	29%	31%	28%	32%	24%	31%	33%	22%	30%	32%	18%	30%	41%
							f		f	f		i	i		ij	
Not at all	(1)	200	78	122	96	104	82	58	24	36	38	81	39	4	10	23
		13%	10%	17%	13%	14%	16%	13%	10%	12%	10%	15%	12%	22%	17%	14%
			a				g									
Mean score	2.65	2.73	2.56	2.65	2.65	2.54	2.74	2.72	2.63	2.87	2.59	2.63	2.51	2.62	2.44	
		b					e	e		jkn		n				
Standard deviation	.96	.93	.98	.96	.95	.98	.95	.92	.94	.95	.95	.92	.99	1.06	.91	
Standard error	.02	.03	.04	.04	.03	.04	.04	.06	.06	.05	.04	.05	.24	.14	.07	

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q6. Please continue thinking about the career which you currently think you are most likely to pursue, or would most like to pursue. Thinking about this career, how much, if anything, do you understand about each of the following?

What would be expected of you in your new role, having received a first promotion.

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A great deal	(4)	315	164	39	79	9	233	16	11	29	19	246	65
		21%	18%	23%	25%	27%	20%	33%	16%	21%	28%	21%	23%
				a		a		fh					
A fair amount	(3)	544	324	68	117	17	401	16	24	70	23	451	91
		36%	36%	40%	37%	52%	35%	32%	35%	51%	33%	38%	31%
					e					fghj		i	
A little	(2)	441	287	40	90	6	350	16	24	28	17	345	92
		29%	32%	23%	28%	19%	31%	32%	35%	21%	24%	29%	32%
			b				i		i				
Not at all	(1)	200	129	23	33	1	162	2	10	11	11	153	40
		13%	14%	14%	10%	2%	14%	3%	14%	8%	15%	13%	14%
							gi				g		
Mean score		2.65	2.58	2.72	2.76	3.04	2.61	2.94	2.54	2.84	2.73	2.66	2.63
				a		a		fh		fh			
Standard deviation		.96	.95	.97	.94	.76	.96	.89	.93	.84	1.03	.94	.99
Standard error		.02	.03	.07	.05	.14	.03	.13	.11	.07	.12	.03	.06

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q6. Please continue thinking about the career which you currently think you are most likely to pursue, or would most like to pursue. Thinking about this career, how much, if anything, do you understand about each of the following?

What would be expected of you in your new role, having received a first promotion.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15	
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	315	48	43	18	20	27	26	13	38	27	32	17	6
		21%	27%	21%	14%	14%	19%	23%	20%	23%	20%	26%	23%	20%
			cd								cd			
A fair amount	(3)	544	59	70	47	55	52	48	21	62	46	39	33	12
		36%	33%	33%	37%	40%	37%	43%	33%	37%	35%	31%	43%	40%
A little	(2)	441	54	63	33	53	46	26	19	45	35	35	22	10
		29%	31%	30%	26%	39%	32%	23%	30%	27%	26%	28%	29%	34%
					cfhi									
Not at all	(1)	200	17	33	28	11	16	12	11	23	24	18	4	2
		13%	10%	16%	22%	8%	12%	11%	17%	14%	18%	14%	5%	7%
			adk	adefk				k		adk				
Mean score	2.65	2.77	2.59	2.44	2.60	2.64	2.78	2.56	2.68	2.58	2.69	2.85	2.73	
		bc					c		c			c		
Standard deviation	.96	.96	.99	1.00	.82	.93	.92	1.00	.98	1.01	1.02	.83	.87	
Standard error	.02	.06	.06	.09	.08	.08	.09	.13	.07	.09	.10	.11	.22	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q6. Please continue thinking about the career which you currently think you are most likely to pursue, or would most like to pursue. Thinking about this career, how much, if anything, do you understand about each of the following?

What would be expected of you in your new role, having received a first promotion.

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%												
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578	
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	315 21%	43 25%	- -	126 19%	19 31%	57 30%	8 35%	258 21%	147 29%	176 31%	147 25%
					c	c			g	gi	g	
A fair amount	(3)	544 36%	64 36%	8 52%	231 34%	18 28%	80 43%	12 52%	454 37%	201 40%	240 42%	226 39%
					c					g		
A little	(2)	441 29%	50 28%	4 29%	216 32%	20 33%	37 20%	2 9%	354 29%	116 23%	109 19%	157 27%
				e	e			hi			i	
Not at all	(1)	200 13%	19 11%	3 19%	105 16%	5 8%	14 8%	1 4%	161 13%	39 8%	46 8%	51 9%
				e				hij				
Mean score	2.65	2.75	2.33	2.56	2.84	2.95	3.18	2.66	2.91	2.96	2.81	
		c			c	ac			g	gi	g	
Standard deviation	.96	.95	.81	.96	.96	.90	.77	.95	.91	.91	.92	
Standard error	.02	.07	.21	.04	.13	.07	.16	.03	.04	.04	.04	

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q6. Please continue thinking about the career which you currently think you are most likely to pursue, or would most like to pursue. Thinking about this career, how much, if anything, do you understand about each of the following?

What would be expected of you in your new role, having received a first promotion.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
A great deal	(4)	315	291	24	245	66	283	23	288	23	284	27	226	90	240	68
		21%	24%	8%	28%	11%	22%	18%	21%	21%	25%	9%	22%	20%	25%	14%
			b	d						j				n		
A fair amount	(3)	544	468	76	326	204	476	44	492	39	450	82	394	149	373	157
		36%	39%	26%	38%	35%	37%	35%	37%	35%	39%	27%	38%	33%	39%	32%
			b							j				n		
A little	(2)	441	323	119	226	197	370	49	392	36	311	110	300	141	256	164
		29%	27%	41%	26%	34%	29%	39%	29%	33%	27%	37%	29%	31%	27%	34%
			a	c			e			i				m		
Not at all	(1)	200	127	68	70	112	155	11	172	12	104	80	123	76	84	96
		13%	11%	24%	8%	19%	12%	9%	13%	11%	9%	27%	12%	17%	9%	20%
			a	c						i		k		m		
Mean score	2.65	2.76	2.20	2.86	2.39	2.69	2.62	2.67	2.66	2.79	2.19	2.69	2.55	2.81	2.41	
		b		d						j		l		n		
Standard deviation	.96	.93	.90	.92	.92	.95	.88	.95	.94	.92	.93	.94	.99	.92	.96	
Standard error	.02	.03	.05	.03	.04	.03	.08	.03	.09	.03	.05	.03	.05	.03	.04	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q7. When considering your future career, how important to you is it that you will have the opportunity to manage other people, or have managerial responsibilities at some point?

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4)	248 17%	134 17%	114 16%	130 18%	117 15%	76 15%	74 16%	42 17%	55 19%	75 20%	90 16%	44 13%	6 34%	13 22%	20 13%
Fairly important (3)	620 41%	345 45%	276 38%	297 40%	323 42%	213 43%	201 44%	96 38%	110 38%	152 41%	224 41%	141 42%	8 45%	29 48%	60 39%
Not very important (2)	463 31%	209 27%	255 35%	233 32%	230 30%	162 33%	141 31%	80 32%	80 27%	109 30%	173 31%	113 34%	- -	11 18%	53 34%
Not at all important (1)	116 8%	52 7%	64 9%	54 7%	61 8%	30 6%	26 6%	27 11%	32 11%	21 6%	45 8%	25 7%	2 10%	4 7%	18 11%
Don't know	53 4%	31 4%	23 3%	25 3%	29 4%	17 3%	16 3%	6 2%	15 5%	12 3%	20 4%	10 3%	2 10%	3 4%	5 3%
NETS															
Net: important	868 58%	478 62%	389 53%	428 58%	440 58%	289 58%	275 60%	138 55%	166 56%	226 61%	314 57%	185 56%	15 80%	42 70%	80 51%
Net: not important	579 39%	261 34%	318 44%	287 39%	292 38%	192 39%	168 37%	107 43%	112 38%	130 35%	217 39%	138 41%	2 10%	15 26%	71 45%
Mean score	2.69	2.76	2.62	2.70	2.68	2.70	2.73	2.63	2.68	2.79	2.68	2.63	3.16	2.88	2.54
Standard deviation	.85	.83	.86	.85	.84	.81	.81	.90	.92	.84	.85	.81	.93	.85	.87
Standard error	.02	.03	.03	.03	.03	.04	.04	.06	.06	.04	.04	.05	.24	.11	.07

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q7. When considering your future career, how important to you is it that you will have the opportunity to manage other people, or have managerial responsibilities at some point?

Base: All respondents

	CURRENT WORKING STATUS						ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292	
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4)	248 17%	135 15%	28 17%	70 22% ad	2 7%	5 13%	176 15%	14 27%	9 14%	28 20%	20 29%	208 17%	38 13%
Fairly important	(3)	620 41%	373 41%	70 41%	143 45%	13 37%	11 29%	464 40%	13 26%	33 47%	71 51%	26 38%	510 43%	105 36%
Not very important	(2)	463 31%	305 34%	50 29%	78 24%	13 38%	12 32%	372 32%	21 41%	20 28%	27 20%	18 25%	350 29%	109 38%
Not at all important	(1)	116 8%	66 7%	12 7%	19 6%	4 12%	9 23% abc	98 9%	3 5%	4 5%	4 3%	5 7%	89 7%	26 9%
Don't know		53 4%	26 3%	9 5%	9 3%	2 6%	1 3%	37 3%	- -	4 5%	8 6%	1 1%	37 3%	12 4%
NETS														
Net: important		868 58%	508 56%	99 58%	213 67% ade	15 44%	16 42%	639 56%	27 54%	42 61%	98 71%	46 66%	718 60%	143 49%
Net: not important		579 39%	371 41%	62 37%	97 30%	17 50%	21 55%	470 41%	23 46%	23 34%	31 23%	23 32%	439 37%	134 46%
Mean score		2.69	2.66	2.71	2.85	2.42	2.32	2.65	2.76	2.73	2.94	2.89	2.72	2.56
Standard deviation		.85	.83	.84	.84	.81	1.00	.85	.92	.78	.74	.91	.85	.84
Standard error		.02	.03	.06	.05	.15	.17	.03	.13	.10	.06	.10	.02	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q7. When considering your future career, how important to you is it that you will have the opportunity to manage other people, or have managerial responsibilities at some point?

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15	
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4)	248	33	35	16	15	30	17	10	29	19	27	12	4
	17%	19%	16%	12%	11%	21%	16%	16%	17%	14%	22%	16%	14%	
						d					d			
Fairly important	(3)	620	80	95	38	60	59	45	20	68	60	46	34	14
	41%	45%	45%	31%	43%	42%	40%	32%	41%	45%	37%	45%	47%	
		c	c		c					c				
Not very important	(2)	463	51	57	50	37	41	38	27	55	36	39	25	8
	31%	29%	27%	39%	27%	29%	33%	42%	33%	27%	31%	33%	26%	
				abdi				b						
Not at all important	(1)	116	8	12	16	20	5	8	7	14	9	11	1	4
	8%	4%	6%	13%	15%	4%	7%	11%	8%	7%	9%	2%	14%	
				abek	abeik			k						
Don't know		53	5	11	6	7	5	4	-	2	9	1	4	-
	4%	3%	5%	5%	5%	3%	4%	-	1%	6%	1%	5%	-	
			h	h	h					ghj				
NETS														
Net: important	868	113	130	54	74	90	62	31	98	79	73	46	18	
	58%	64%	62%	43%	54%	64%	56%	48%	58%	60%	59%	61%	60%	
		cg	cg			cg			c	c	c	c		
Net: not important	579	59	69	66	57	47	46	33	70	45	50	26	12	
	39%	33%	33%	52%	42%	33%	41%	52%	41%	34%	40%	34%	40%	
				abeik				abeik						
Mean score	2.69	2.80	2.77	2.45	2.52	2.84	2.66	2.53	2.67	2.72	2.73	2.80	2.60	
		cdg	cd			cdg			c	c	c	cd		
Standard deviation	.85	.80	.80	.88	.89	.81	.84	.89	.86	.81	.91	.74	.90	
Standard error	.02	.05	.05	.08	.08	.07	.08	.12	.06	.07	.09	.10	.23	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q7. When considering your future career, how important to you is it that you will have the opportunity to manage other people, or have managerial responsibilities at some point?

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY					LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
Significance Level: 95%		a	*b	c	d	e	*f	g	h	i	j
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4) 248 17%	36 21%	2 12%	103 15%	18 29%	31 17%	8 34%	205 17%	116 23%	138 24%	123 21%
				c				g	g	g	g
Fairly important	(3) 620 41%	66 38%	10 65%	282 42%	17 27%	90 48%	6 28%	525 43%	217 43%	248 44%	240 41%
				d		ad					
Not very important	(2) 463 31%	53 30%	3 17%	223 33%	22 35%	42 23%	7 29%	376 31%	127 25%	131 23%	155 27%
				e				hi			
Not at all important	(1) 116 8%	15 9%	- -	47 7%	5 8%	18 9%	2 8%	87 7%	34 7%	42 7%	45 8%
Don't know	53 4%	6 3%	1 6%	23 3%	1 2%	6 3%	- -	34 3%	9 2%	12 2%	19 3%
NETS											
Net: important	868 58%	103 58%	12 77%	385 57%	34 55%	122 65%	14 62%	730 60%	333 66%	387 68%	363 62%
						c		g	g	g	g
Net: not important	579 39%	68 38%	3 17%	270 40%	26 43%	60 32%	8 38%	462 38%	161 32%	173 30%	200 34%
				e				hi			
Mean score	2.69	2.73	2.95	2.67	2.77	2.75	2.88	2.71	2.84	2.86	2.78
Standard deviation	.85	.90	.57	.82	.97	.86	1.00	.83	.86	.87	.88
Standard error	.02	.07	.15	.03	.14	.06	.21	.02	.04	.04	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q7. When considering your future career, how important to you is it that you will have the opportunity to manage other people, or have managerial responsibilities at some point?

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4)	248	229	19	248	-	235	7	237	11	224	20	185	63	190	54
		17%	19%	7%	29%	-	18%	5%	18%	10%	20%	7%	18%	14%	20%	11%
			b		d		f		h		j				n	
Fairly important	(3)	620	521	100	620	-	543	54	553	56	493	118	429	191	424	181
		41%	43%	35%	71%	-	42%	42%	41%	50%	43%	39%	41%	42%	44%	37%
			b		d										n	
Not very important	(2)	463	347	116	-	463	385	55	420	37	342	112	330	134	264	182
		31%	29%	41%	-	80%	30%	44%	31%	33%	30%	37%	32%	29%	28%	38%
				a		c		e			i				m	
Not at all important	(1)	116	81	34	-	116	96	9	102	7	73	37	80	36	58	50
		8%	7%	12%	-	20%	7%	7%	8%	7%	6%	12%	8%	8%	6%	10%
				a		c					i				m	
Don't know		53	31	18	-	-	26	2	31	-	17	11	20	33	17	17
		4%	3%	6%	-	-	2%	1%	2%	-	1%	4%	2%	7%	2%	4%
				a							i		k		m	
NETS																
Net: important		868	750	118	868	-	777	60	790	67	718	138	614	254	614	235
		58%	62%	41%	100%	-	61%	48%	59%	60%	62%	46%	59%	56%	64%	49%
			b		d		f				j				n	
Net: not important		579	428	150	-	579	481	64	522	44	414	149	410	169	323	232
		39%	35%	52%	-	100%	37%	51%	39%	40%	36%	50%	39%	37%	34%	48%
				a		c		e			i				m	
Mean score	2.69	2.76	2.38	3.29	1.80	2.73	2.46	2.70	2.63	2.77	2.42	2.70	2.66	2.80	2.51	
			b		d		f				j				n	
Standard deviation	.85	.84	.79	.45	.40	.85	.71	.85	.75	.84	.80	.85	.83	.83	.84	
Standard error	.02	.02	.05	.02	.02	.02	.06	.02	.07	.02	.05	.03	.04	.03	.04	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q8. In what timeframe would you hope to be managing other people, or have managerial responsibilities, within your future career?

Base: All who say it is important they manage others or have managerial responsibilities at some point

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	871	461	410	432	439	293	276	138	164	228	323	180	13	43	78
Weighted Total	868	478	389	428	440	289	275	138	166	226	314	185	15	42	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	4	2	2	3	1	1	1	-	2	1	2	-	-	-	1
	*	*	*	1%	*	*	*	-	1%	*	1%	-	-	-	1%
1-3	145	78	67	61	84	43	48	29	26	54	43	37	2	2	8
	17%	16%	17%	14%	19%	15%	17%	21%	16%	24%	14%	20%	14%	5%	10%
										jmn		m			
4-6	216	121	96	100	117	72	76	31	38	64	62	52	5	12	20
	25%	25%	25%	23%	27%	25%	28%	22%	23%	28%	20%	28%	31%	29%	25%
										j		j			
7-9	91	47	44	36	54	31	32	16	11	18	42	23	1	3	1
	10%	10%	11%	8%	12%	11%	12%	12%	7%	8%	13%	13%	6%	8%	2%
										n	in	n			
10-14	154	81	73	85	69	63	38	25	28	26	65	29	3	13	17
	18%	17%	19%	20%	16%	22%	14%	18%	17%	12%	21%	16%	22%	30%	21%
						f					i			ik	i
15+	85	49	35	55	30	31	26	15	13	18	37	12	1	4	12
	10%	10%	9%	13%	7%	11%	9%	11%	8%	8%	12%	6%	7%	10%	16%
				d							k				k
Don't know	174	100	73	88	85	49	54	23	47	45	63	32	3	7	21
	20%	21%	19%	21%	19%	17%	20%	17%	28%	20%	20%	18%	20%	18%	26%
									efg						
Mean score	7.46	7.51	7.40	8.12	6.82	7.72	7.15	7.69	7.27	6.52	8.20	6.62	7.17	8.89	8.52
				d							ik			ik	ik
Standard deviation	4.95	5.09	4.79	5.44	4.35	4.60	5.14	5.10	5.15	4.72	5.51	3.77	4.03	4.80	5.41
Standard error	.19	.27	.26	.29	.23	.30	.34	.48	.47	.35	.34	.31	1.22	.81	.71
Mean score	7.46	7.51	7.40	8.12	6.82	7.72	7.15	7.69	7.27	6.52	8.20	6.62	7.17	8.89	8.52
				d							ik			ik	ik
Standard deviation	4.95	5.09	4.79	5.44	4.35	4.60	5.14	5.10	5.15	4.72	5.51	3.77	4.03	4.80	5.41
Standard error	.19	.27	.26	.29	.23	.30	.34	.48	.47	.35	.34	.31	1.22	.81	.71

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q8. In what timeframe would you hope to be managing other people, or have managerial responsibilities, within your future career?

Base: All who say it is important they manage others or have managerial responsibilities at some point

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	*d	*e	f	*g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	871	512	102	211	13	15	629	26	42	105	52	720	144
Weighted Total	868	508	99	213	15	16	639	27	42	98	46	718	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	4	3	-	-	-	1	3	-	-	1	-	1	3
	*	1%	-	-	-	7%	*	-	-	1%	-	*	2%
													k
1-3	145	72	16	48	6	1	106	5	7	19	5	124	21
	17%	14%	16%	23%	38%	6%	17%	20%	17%	19%	11%	17%	14%
				a									
4-6	216	127	31	45	3	5	169	6	7	20	10	194	22
	25%	25%	31%	21%	23%	34%	26%	21%	16%	21%	22%	27%	16%
												l	
7-9	91	56	11	21	-	-	64	4	5	12	5	78	13
	10%	11%	11%	10%	-	-	10%	14%	12%	12%	11%	11%	9%
10-14	154	97	11	39	-	1	117	5	5	13	11	124	28
	18%	19%	12%	18%	-	8%	18%	18%	12%	13%	23%	17%	20%
15+	85	59	5	19	-	1	63	1	5	8	6	62	23
	10%	12%	6%	9%	-	5%	10%	3%	13%	8%	13%	9%	16%
													k
Don't know	174	95	24	41	6	6	118	7	13	25	9	134	33
	20%	19%	24%	19%	39%	40%	18%	25%	31%	25%	19%	19%	23%
Mean score	7.46	7.93	6.54	7.01	3.81	6.04	7.40	6.54	8.02	7.38	8.22	7.21	8.75
		bc											k
Standard deviation	4.95	5.19	4.53	4.62	1.36	4.44	4.73	3.99	5.32	6.26	4.61	4.71	5.93
Standard error	.19	.25	.51	.35	.48	1.48	.21	.92	.97	.71	.71	.19	.56
Mean score	7.46	7.93	6.54	7.01	3.81	6.04	7.40	6.54	8.02	7.38	8.22	7.21	8.75
		bc											k
Standard deviation	4.95	5.19	4.53	4.62	1.36	4.44	4.73	3.99	5.32	6.26	4.61	4.71	5.93
Standard error	.19	.25	.51	.35	.48	1.48	.21	.92	.97	.71	.71	.19	.56

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q8. In what timeframe would you hope to be managing other people, or have managerial responsibilities, within your future career?

Base: All who say it is important they manage others or have managerial responsibilities at some point

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	*g	h	i	j	k	*l	
Significance Level: 95%													
Unweighted Total	871	142	144	51	61	90	60	28	110	77	61	38	9
Weighted Total	868	113	130	54	74	90	62	31	98	79	73	46	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	4	-	2	1	-	1	-	-	-	-	-	-	-
	*	-	1%	2%	-	1%	-	-	-	-	-	-	-
1-3	145	22	26	5	15	16	11	5	13	12	12	6	2
	17%	20%	20%	10%	20%	18%	17%	15%	13%	15%	16%	13%	11%
4-6	216	26	35	9	18	24	14	8	27	16	21	15	4
	25%	23%	27%	17%	24%	27%	23%	25%	27%	20%	28%	32%	22%
7-9	91	10	12	5	5	11	7	5	12	12	6	4	2
	10%	9%	9%	9%	6%	13%	11%	16%	12%	15%	8%	8%	11%
10-14	154	16	21	16	13	17	14	5	17	13	12	9	-
	18%	14%	16%	29%	18%	20%	23%	18%	17%	16%	17%	19%	-
			ab										
15+	85	12	18	6	13	8	4	2	6	5	6	2	2
	10%	10%	14%	10%	18%	9%	6%	7%	6%	7%	8%	5%	11%
			h		hi								
Don't know	174	26	15	12	10	11	12	6	24	22	17	11	8
	20%	23%	12%	21%	13%	12%	20%	18%	24%	28%	23%	24%	45%
		be							be	bde	b		
Mean score	7.46	7.27	7.38	8.53	8.32	7.24	7.62	7.04	7.02	7.64	7.16	7.14	6.82
Standard deviation	4.95	5.01	5.04	4.99	5.75	4.54	5.17	4.42	4.21	5.99	4.60	4.41	4.54
Standard error	.19	.48	.45	.79	.79	.51	.75	.92	.46	.80	.67	.82	2.03
Mean score	7.46	7.27	7.38	8.53	8.32	7.24	7.62	7.04	7.02	7.64	7.16	7.14	6.82
Standard deviation	4.95	5.01	5.04	4.99	5.75	4.54	5.17	4.42	4.21	5.99	4.60	4.41	4.54
Standard error	.19	.48	.45	.79	.79	.51	.75	.92	.46	.80	.67	.82	2.03

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q8. In what timeframe would you hope to be managing other people, or have managerial responsibilities, within your future career?

Base: All who say it is important they manage others or have managerial responsibilities at some point

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	*d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	871	105	11	398	29	123	14	741	333	383	365
Weighted Total	868	103	12	385	34	122	14	730	333	387	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	4 *	1 1%	- -	2 1%	- -	1 1%	- -	3 *	2 1%	2 1%	1 *
1-3	145 17%	19 19%	1 8%	51 13%	4 10%	29 24%	3 24%	112 15%	60 18%	75 19%	77 21%
4-6	216 25%	30 29%	1 7%	84 22%	8 24%	34 28%	5 34%	181 25%	103 31%	113 29%	102 28%
7-9	91 10%	2 2%	1 8%	51 13%	2 7%	11 9%	1 6%	85 12%	30 9%	34 9%	33 9%
10-14	154 18%	14 13%	2 18%	76 20%	7 21%	18 14%	4 27%	133 18%	41 12%	60 16%	51 14%
15+	85 10%	7 7%	1 7%	47 12%	7 21%	10 8%	1 8%	80 11%	29 9%	33 9%	29 8%
Don't know	174 20%	30 29%	6 52%	73 19%	6 17%	19 16%	- -	136 19%	67 20%	69 18%	69 19%
Mean score	7.46	6.41	8.11	8.16	9.43	6.71	6.71	7.74	6.88	6.88	6.78
Standard deviation	4.95	4.64	4.46	5.26	5.37	5.29	3.90	5.08	5.17	4.74	4.84
Standard error	.19	.54	1.82	.29	1.10	.52	1.04	.21	.32	.27	.28
Mean score	7.46	6.41	8.11	8.16	9.43	6.71	6.71	7.74	6.88	6.88	6.78
Standard deviation	4.95	4.64	4.46	5.26	5.37	5.29	3.90	5.08	5.17	4.74	4.84
Standard error	.19	.54	1.82	.29	1.10	.52	1.04	.21	.32	.27	.28

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q8. In what timeframe would you hope to be managing other people, or have managerial responsibilities, within your future career?

Base: All who say it is important they manage others or have managerial responsibilities at some point

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	871	756	115	871	-	783	58	797	63	719	140	616	255	618	234
Weighted Total	868	750	118	868	-	777	60	790	67	718	138	614	254	614	235
	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	4	4	-	4	-	3	1	3	1	3	1	2	2	1	3
	*	1%	-	*	-	*	2%	*	2%	*	1%	*	1%	*	1%
1-3	145	129	16	145	-	130	13	131	14	115	30	100	45	103	41
	17%	17%	14%	17%	-	17%	21%	17%	21%	16%	22%	16%	18%	17%	17%
4-6	216	189	27	216	-	197	15	199	16	185	28	162	54	158	55
	25%	25%	23%	25%	-	25%	24%	25%	23%	26%	21%	26%	21%	26%	23%
7-9	91	80	11	91	-	84	3	89	2	74	16	66	24	61	30
	10%	11%	9%	10%	-	11%	5%	11%	2%	10%	12%	11%	10%	10%	13%
10-14	154	140	13	154	-	144	6	141	11	137	15	113	41	112	41
	18%	19%	11%	18%	-	19%	10%	18%	16%	19%	11%	18%	16%	18%	17%
15+	85	73	11	85	-	77	4	83	2	78	7	70	15	66	15
	10%	10%	10%	10%	-	10%	6%	10%	3%	11%	5%	11%	6%	11%	7%
Don't know	174	134	39	174	-	143	20	145	22	125	41	100	73	115	50
	20%	18%	33%	20%	-	18%	32%	18%	32%	17%	30%	16%	29%	19%	21%
Mean score	7.46	7.48	7.30	7.46	-	7.46	6.26	7.56	5.97	7.66	6.22	7.68	6.83	7.60	7.02
Standard deviation	4.95	5.00	4.62	4.95	-	4.77	5.00	5.00	4.15	5.01	4.46	5.09	4.48	4.99	4.83
Standard error	.19	.20	.53	.19	-	.19	.79	.20	.63	.21	.45	.22	.33	.22	.35
Mean score	7.46	7.48	7.30	7.46	-	7.46	6.26	7.56	5.97	7.66	6.22	7.68	6.83	7.60	7.02
Standard deviation	4.95	5.00	4.62	4.95	-	4.77	5.00	5.00	4.15	5.01	4.46	5.09	4.48	4.99	4.83
Standard error	.19	.20	.53	.19	-	.19	.79	.20	.63	.21	.45	.22	.33	.22	.35

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

SUMMARY TABLE

Base: All respondents

	Total	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10	NETS			
												Net: 1-3	Net: 4-7	Net: 8-10	Mean
Salary	1500 100%	386 26%	346 23%	262 17%	164 11%	115 8%	69 5%	55 4%	29 2%	23 2%	28 2%	993 66%	403 27%	81 5%	3.13
Location	1500 100%	189 13%	198 13%	240 16%	204 14%	183 12%	140 9%	103 7%	104 7%	36 2%	53 4%	627 42%	630 42%	193 13%	4.33
A clear path of career progression or promotion opportunities	1500 100%	217 14%	192 13%	184 12%	190 13%	164 11%	149 10%	128 9%	94 6%	69 5%	56 4%	593 40%	631 42%	219 15%	4.47
Reputation or prestige of the organisation	1500 100%	111 7%	123 8%	126 8%	159 11%	190 13%	190 13%	190 13%	189 13%	95 6%	55 4%	360 24%	729 49%	339 23%	5.40
Benefits (such as holiday allowance)	1500 100%	36 2%	99 7%	128 9%	171 11%	182 12%	228 15%	209 14%	190 13%	91 6%	84 6%	263 18%	790 53%	366 24%	5.80
Training opportunities	1500 100%	100 7%	131 9%	178 12%	162 11%	194 13%	189 13%	207 14%	147 10%	69 5%	56 4%	409 27%	752 50%	272 18%	5.20
Work/life balance	1500 100%	320 21%	244 16%	210 14%	153 10%	143 10%	131 9%	93 6%	78 5%	48 3%	31 2%	774 52%	520 35%	157 10%	3.84
Knowing friends/family who work at the organisation	1500 100%	24 2%	33 2%	40 3%	44 3%	49 3%	85 6%	97 6%	142 9%	391 26%	498 33%	96 6%	276 18%	1031 69%	8.17
Knowing friends/family who have the occupation as a career	1500 100%	23 2%	32 2%	36 2%	62 4%	65 4%	69 5%	100 7%	204 14%	470 31%	343 23%	92 6%	296 20%	1017 68%	7.96
Values or ethical stance of the organisation	1500 100%	95 6%	102 7%	96 6%	128 9%	135 9%	157 10%	217 14%	219 15%	104 7%	166 11%	293 20%	637 42%	489 33%	6.05

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Salary	386	214	172	202	183	132	114	61	79	74	152	82	5	17	52
	26%	28%	24%	27%	24%	26%	25%	24%	27%	20%	27%	25%	29%	29%	33%
											i				i
Work/life balance	320	156	163	152	168	129	86	55	50	74	116	71	7	13	36
	21%	20%	22%	20%	22%	26%	19%	22%	17%	20%	21%	21%	38%	22%	23%
						fh									
A clear path of career progression or promotion opportunities	217	115	102	103	114	86	68	35	29	57	81	55	2	9	12
	14%	15%	14%	14%	15%	17%	15%	14%	10%	15%	15%	16%	12%	15%	8%
						h				n	n	n			
Location	189	91	98	93	95	52	50	30	56	55	64	40	2	4	24
	13%	12%	13%	13%	13%	10%	11%	12%	19%	15%	12%	12%	10%	7%	15%
									efg						
Reputation or prestige of the organisation	111	56	54	47	64	31	42	16	21	23	41	32	-	6	7
	7%	7%	7%	6%	8%	6%	9%	7%	7%	6%	7%	9%	-	10%	5%
Training opportunities	100	55	45	53	47	24	33	21	23	33	35	17	1	2	12
	7%	7%	6%	7%	6%	5%	7%	8%	8%	9%	6%	5%	6%	3%	8%
Values or ethical stance of the organisation	95	37	58	51	44	33	30	17	16	27	28	23	-	7	8
	6%	5%	8%	7%	6%	7%	7%	7%	5%	7%	5%	7%	-	11%	5%
			a												
Benefits (such as holiday allowance)	36	20	16	15	21	6	17	6	6	13	13	8	-	2	1
	2%	3%	2%	2%	3%	1%	4%	2%	2%	3%	2%	2%	-	3%	1%
							e								
Knowing friends/family who work at the organisation	24	10	14	10	14	3	9	6	6	6	14	1	-	-	3
	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	*	-	-	2%
								e			k				

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Knowing friends/family who have the occupation as a career	23	15	8	14	9	2	9	3	8	8	8	5	1	-	1
	2%	2%	1%	2%	1%	*	2%	1%	3%	2%	2%	1%	6%	-	1%
							e		e						

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Salary	386	230	42	85	7	10	285	13	13	42	28	306	74
	26%	25%	24%	27%	21%	26%	25%	26%	19%	31%	40%	26%	26%
										fh			
Work/life balance	320	212	29	60	9	4	249	7	17	25	14	254	65
	21%	23%	17%	19%	28%	12%	22%	13%	25%	19%	20%	21%	22%
A clear path of career progression or promotion opportunities	217	134	24	47	4	2	166	8	10	19	11	173	43
	14%	15%	14%	15%	12%	6%	14%	16%	15%	14%	16%	15%	15%
Location	189	105	18	43	4	12	147	8	9	17	4	143	43
	13%	12%	11%	14%	11%	32%	13%	16%	13%	13%	6%	12%	15%
					abcd								
Reputation or prestige of the organisation	111	64	18	24	1	3	83	4	8	11	3	86	21
	7%	7%	10%	8%	2%	8%	7%	8%	12%	8%	4%	7%	7%
Training opportunities	100	55	16	22	2	1	76	3	6	10	5	83	16
	7%	6%	9%	7%	6%	3%	7%	6%	8%	8%	7%	7%	6%
Values or ethical stance of the organisation	95	66	10	11	4	2	74	6	3	4	5	83	12
	6%	7%	6%	4%	12%	5%	6%	13%	5%	3%	7%	7%	4%
		c		c				i					
Benefits (such as holiday allowance)	36	16	8	9	2	-	31	1	1	2	-	30	6
	2%	2%	5%	3%	7%	-	3%	2%	1%	1%	-	2%	2%
		a		a									

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Knowing friends/family who work at the organisation

Knowing friends/family who have the occupation as a career

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/Pupil	Left This Summer	Employed/Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/Asian British	Black/Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Knowing friends/family who work at the organisation	24	8	5	9	-	1	17	-	1	3	-	18	6
	2%	1%	3%	3%	-	3%	1%	-	1%	2%	-	1%	2%
			a										
Knowing friends/family who have the occupation as a career	23	13	1	6	-	2	18	-	1	3	-	19	3
	2%	1%	1%	2%	-	5%	2%	-	2%	2%	-	2%	1%
						b							

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Salary	386	55	57	30	35	36	31	21	39	30	27	18	6
	26%	31%	27%	24%	26%	25%	28%	32%	23%	22%	22%	24%	20%
Work/life balance	320	37	42	26	24	35	26	10	33	35	34	15	4
	21%	21%	20%	21%	17%	25%	23%	15%	19%	26%	27%	20%	14%
A clear path of career progression or promotion opportunities	217	22	32	19	20	19	16	12	33	25	13	6	-
	14%	12%	15%	15%	14%	14%	14%	19%	19%	19%	10%	8%	-
									ajk	k			
Location	189	17	32	21	18	17	16	3	22	14	10	10	8
	13%	10%	15%	17%	13%	12%	14%	5%	13%	10%	8%	13%	27%
			g	g									
Reputation or prestige of the organisation	111	13	13	8	6	12	12	2	14	9	10	8	4
	7%	7%	6%	6%	5%	8%	11%	3%	9%	7%	8%	10%	13%
Training opportunities	100	11	10	10	11	9	4	5	10	4	13	7	6
	7%	6%	5%	8%	8%	6%	4%	8%	6%	3%	11%	10%	20%
											bfi		
Values or ethical stance of the organisation	95	10	13	8	13	8	3	4	8	10	7	7	2
	6%	6%	6%	7%	9%	6%	3%	7%	5%	8%	6%	10%	7%
				f								f	
Benefits (such as holiday allowance)	36	4	5	2	4	3	2	2	3	3	5	3	-
	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	4%	3%	-
Knowing friends/family who work at the organisation	24	3	4	-	4	-	1	2	3	1	4	2	-
	2%	2%	2%	-	3%	-	1%	3%	2%	1%	3%	3%	-
								e			e	e	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Knowing friends/family who have the occupation as a career	23	4	1	1	4	3	1	2	5	1	1	-	-
	2%	2%	*	1%	3%	2%	1%	3%	3%	1%	1%	-	-
									b				

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Salary	386	38	6	194	13	44	6	323	114	130	137
	26%	21%	40%	29%	21%	24%	26%	26%	23%	23%	24%
Work/life balance	320	27	1	155	18	39	3	268	91	105	115
	21%	15%	6%	23%	29%	21%	12%	22%	18%	18%	20%
				a	a						
A clear path of career progression or promotion opportunities	217	23	2	101	7	19	6	187	77	78	86
	14%	13%	12%	15%	11%	10%	26%	15%	15%	14%	15%
Location	189	32	1	75	7	30	2	129	76	70	72
	13%	18%	6%	11%	11%	16%	11%	11%	15%	12%	12%
		c						g			
Reputation or prestige of the organisation	111	10	2	49	4	10	-	97	37	45	45
	7%	6%	17%	7%	6%	5%	-	8%	7%	8%	8%
Training opportunities	100	12	2	36	6	24	1	87	42	60	46
	7%	7%	14%	5%	10%	13%	4%	7%	8%	11%	8%
						c				g	
Values or ethical stance of the organisation	95	16	1	36	3	9	1	75	27	34	40
	6%	9%	6%	5%	4%	5%	5%	6%	5%	6%	7%
Benefits (such as holiday allowance)	36	8	-	12	3	4	1	28	16	23	18
	2%	4%	-	2%	4%	2%	4%	2%	3%	4%	3%
		c								g	
Knowing friends/family who work at the organisation	24	2	-	10	2	6	1	17	10	10	13
	2%	1%	-	1%	4%	3%	6%	1%	2%	2%	2%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
Total	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Knowing friends/family who have the occupation as a career	23	7	-	9	-	4	1	17	12	15	8
	2%	4%	-	1%	-	2%	6%	1%	2%	3%	1%
		c							g		

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Salary	386	292	91	220	146	329	34	347	27	287	86	278	107	237	134
	26%	24%	32%	25%	25%	26%	27%	26%	24%	25%	29%	27%	24%	25%	28%
			a												
Work/life balance	320	260	59	165	142	277	17	293	17	254	54	242	78	214	99
	21%	22%	21%	19%	25%	22%	14%	22%	15%	22%	18%	23%	17%	22%	20%
				c		f						l			
A clear path of career progression or promotion opportunities	217	190	27	154	61	197	15	210	5	179	36	158	59	148	66
	14%	16%	10%	18%	10%	15%	12%	16%	5%	16%	12%	15%	13%	16%	14%
		b		d				h							
Location	189	144	43	98	81	161	15	162	19	132	44	120	69	112	60
	13%	12%	15%	11%	14%	13%	12%	12%	17%	11%	15%	11%	15%	12%	12%
Reputation or prestige of the organisation	111	93	18	73	35	91	12	90	17	80	26	72	39	63	43
	7%	8%	6%	8%	6%	7%	10%	7%	15%	7%	9%	7%	9%	7%	9%
								g							
Training opportunities	100	87	13	61	36	90	7	93	5	84	14	67	33	76	21
	7%	7%	4%	7%	6%	7%	6%	7%	5%	7%	5%	6%	7%	8%	4%
														n	
Values or ethical stance of the organisation	95	79	16	44	48	76	11	88	4	73	19	60	36	49	38
	6%	7%	5%	5%	8%	6%	9%	7%	4%	6%	6%	6%	8%	5%	8%
					c									m	
Benefits (such as holiday allowance)	36	29	7	24	12	28	7	25	9	23	11	19	16	21	13
	2%	2%	2%	3%	2%	2%	5%	2%	8%	2%	4%	2%	4%	2%	3%
							e		g				k		

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Knowing friends/family who work at the organisation

Knowing friends/family who have the occupation as a career

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Knowing friends/family who work at the organisation	24	18	5	15	7	18	4	18	4	20	3	14	10	18	5
	2%	2%	2%	2%	1%	1%	3%	1%	4%	2%	1%	1%	2%	2%	1%
Knowing friends/family who have the occupation as a career	23	16	7	14	9	16	4	17	4	15	6	14	9	15	6
	2%	1%	2%	2%	2%	1%	3%	1%	3%	1%	2%	1%	2%	2%	1%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST-3RD

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Salary	993	514	480	484	510	351	272	167	204	221	384	216	13	44	108
	66%	67%	66%	65%	67%	70%	59%	67%	70%	60%	69%	65%	72%	73%	69%
						f			f		i				
Work/life balance	774	393	381	383	390	288	216	131	139	180	292	176	9	35	76
	52%	51%	52%	52%	51%	58%	47%	52%	47%	49%	53%	53%	50%	59%	48%
						fh									
Location	627	324	303	295	332	195	185	112	134	160	220	145	9	22	68
	42%	42%	41%	40%	44%	39%	40%	45%	46%	44%	40%	44%	49%	36%	43%
A clear path of career progression or promotion opportunities	593	305	288	301	292	214	190	86	104	140	227	138	7	26	53
	40%	40%	39%	41%	38%	43%	41%	34%	35%	38%	41%	41%	39%	43%	34%
						gh									
Training opportunities	409	203	207	201	208	100	140	75	94	112	143	92	5	12	42
	27%	26%	28%	27%	27%	20%	31%	30%	32%	31%	26%	28%	28%	19%	27%
						e	e	e	e						
Reputation or prestige of the organisation	360	177	183	182	177	114	123	53	70	85	128	85	2	15	40
	24%	23%	25%	25%	23%	23%	27%	21%	24%	23%	23%	25%	11%	25%	25%
Values or ethical stance of the organisation	293	129	164	149	144	103	94	50	46	76	105	63	3	11	30
	20%	17%	22%	20%	19%	21%	21%	20%	16%	21%	19%	19%	17%	19%	19%
			a												
Benefits (such as holiday allowance)	263	151	112	123	140	83	90	48	42	62	93	57	3	12	34
	18%	20%	15%	17%	18%	17%	20%	19%	14%	17%	17%	17%	17%	20%	22%
		b													
Knowing friends/family who work at the organisation	96	58	38	44	52	23	33	20	20	31	44	8	1	2	9
	6%	8%	5%	6%	7%	5%	7%	8%	7%	8%	8%	2%	6%	3%	6%
										k	k				

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST-3RD

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Knowing friends/family who have the occupation as a career	92	54	38	55	36	23	32	11	26	39	20	19	2	1	10
	6%	7%	5%	7%	5%	5%	7%	4%	9%	11%	4%	6%	12%	2%	7%
				d				eg		jkm					

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST-3RD

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Salary	993	597	114	220	18	18	752	26	47	94	60	782	203
	66%	66%	67%	69%	55%	48%	66%	51%	68%	68%	86%	65%	70%
		e	e	e			g		g	fg	ghi		
Work/life balance	774	491	69	164	17	18	595	19	42	69	34	626	142
	52%	54%	40%	52%	52%	48%	52%	39%	61%	50%	49%	52%	49%
		b		b					g				
Location	627	366	76	138	12	16	493	16	28	56	26	501	119
	42%	40%	44%	43%	36%	43%	43%	31%	40%	41%	37%	42%	41%
A clear path of career progression or promotion opportunities	593	377	58	120	10	15	456	23	22	50	30	472	117
	40%	42%	34%	38%	31%	39%	40%	47%	32%	36%	43%	40%	41%
Training opportunities	409	239	58	74	11	15	307	16	23	39	16	319	81
	27%	26%	34%	23%	34%	39%	27%	32%	33%	28%	23%	27%	28%
			ac		c								
Reputation or prestige of the organisation	360	219	49	68	4	12	269	14	18	35	13	286	66
	24%	24%	29%	21%	12%	32%	24%	27%	26%	25%	19%	24%	23%
			d										
Values or ethical stance of the organisation	293	180	34	56	12	7	208	18	17	32	13	245	47
	20%	20%	20%	18%	36%	17%	18%	36%	25%	23%	19%	21%	16%
				abc				fj					
Benefits (such as holiday allowance)	263	151	31	59	10	4	213	10	5	20	10	203	59
	18%	17%	18%	19%	30%	11%	19%	21%	7%	15%	15%	17%	20%
							h	h					

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST-3RD

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Knowing friends/family who work at the organisation

Knowing friends/family who have the occupation as a career

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Knowing friends/family who work at the organisation	96	45	15	30	1	5	71	4	2	8	6	76	18
	6%	5%	9%	9%	3%	13%	6%	8%	4%	5%	8%	6%	6%
			a		a								
Knowing friends/family who have the occupation as a career	92	49	8	26	4	4	73	4	3	10	1	75	14
	6%	5%	4%	8%	12%	9%	6%	7%	5%	7%	2%	6%	5%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST-3RD

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Salary	993	123	147	80	98	93	75	38	111	88	83	40	18
	66%	69%	70%	63%	71%	66%	67%	60%	66%	67%	67%	53%	60%
		k	k		k								
Work/life balance	774	91	105	71	61	70	62	29	86	77	71	37	14
	52%	51%	50%	56%	44%	50%	55%	46%	51%	59%	58%	48%	46%
									d				
Location	627	72	99	62	55	65	42	25	64	55	40	31	16
	42%	41%	47%	49%	40%	46%	38%	38%	38%	42%	33%	41%	53%
			j	j		j							
A clear path of career progression or promotion opportunities	593	73	83	48	55	52	41	29	72	61	42	25	12
	40%	41%	39%	38%	40%	37%	37%	45%	42%	46%	34%	34%	40%
Training opportunities	409	40	60	36	38	38	28	22	42	30	44	21	12
	27%	22%	29%	29%	27%	27%	25%	34%	25%	22%	36%	27%	40%
											ahi		
Reputation or prestige of the organisation	360	44	49	24	27	32	27	13	44	35	34	25	6
	24%	24%	23%	19%	20%	23%	24%	20%	26%	27%	27%	33%	20%
												c	
Values or ethical stance of the organisation	293	32	39	23	30	31	18	12	36	23	24	19	6
	20%	18%	18%	18%	22%	22%	16%	19%	21%	17%	19%	26%	20%
Benefits (such as holiday allowance)	263	28	34	25	34	28	22	10	31	18	21	14	-
	18%	16%	16%	20%	24%	20%	20%	16%	18%	13%	17%	18%	-
					i								

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST-3RD

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Knowing friends/family who work at the organisation	96 6%	17 9% bei	9 4%	6 5%	10 7%	5 3%	13 11% bei	5 8%	10 6%	4 3%	7 6%	7 9%	2 7%
Knowing friends/family who have the occupation as a career	92 6%	15 9% bc	6 3%	3 3%	6 4%	10 7%	8 7%	9 14%	12 7%	5 4%	5 4%	9 12%	4 13%
							b	bcdij	b			bci	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST-3RD

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Salary	993	102	12	462	38	124	14	822	309	355	367
	66%	58%	77%	68%	61%	66%	63%	67%	61%	62%	63%
				a				hi			
Work/life balance	774	77	6	369	35	83	7	655	241	278	291
	52%	44%	43%	54%	56%	44%	30%	53%	48%	49%	50%
				ae				h			
Location	627	82	6	272	21	90	6	488	216	236	248
	42%	47%	37%	40%	34%	48%	26%	40%	43%	41%	43%
A clear path of career progression or promotion opportunities	593	61	5	289	20	60	12	502	194	197	203
	40%	35%	36%	43%	32%	32%	52%	41%	39%	35%	35%
				e				ij			
Training opportunities	409	54	3	164	21	67	10	327	161	196	168
	27%	31%	20%	24%	35%	36%	44%	27%	32%	34%	29%
						c			g	gi	
Reputation or prestige of the organisation	360	38	4	163	19	40	5	304	107	131	142
	24%	22%	30%	24%	31%	22%	22%	25%	21%	23%	24%
Values or ethical stance of the organisation	293	38	2	131	13	35	2	244	101	103	122
	20%	22%	12%	19%	21%	19%	10%	20%	20%	18%	21%
Benefits (such as holiday allowance)	263	39	2	108	12	35	4	205	98	107	108
	18%	22%	17%	16%	20%	19%	19%	17%	19%	19%	19%
Knowing friends/family who work at the organisation	96	17	1	42	5	16	4	70	37	52	47
	6%	10%	7%	6%	8%	8%	20%	6%	7%	9%	8%
										g	

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST-3RD

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
Total	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Knowing friends/family who have the occupation as a career	92	20	3	33	1	14	3	64	45	57	46
	6%	12%	21%	5%	2%	7%	14%	5%	9%	10%	8%
		cd						g	g	g	g

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST-3RD

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Salary	993	798	193	571	384	857	74	902	63	747	212	722	271	628	325
	66%	66%	67%	66%	66%	67%	59%	67%	57%	65%	71%	69%	59%	66%	67%
								h				l			
Work/life balance	774	626	145	424	321	665	55	699	46	599	147	566	207	504	244
	52%	52%	51%	49%	55%	52%	43%	52%	42%	52%	49%	54%	45%	53%	50%
					c			h				l			
Location	627	493	131	333	269	543	48	568	39	477	126	434	193	399	199
	42%	41%	46%	38%	47%	42%	38%	42%	35%	42%	42%	42%	42%	42%	41%
					c										
A clear path of career progression or promotion opportunities	593	482	111	379	198	525	42	548	32	462	117	414	179	377	197
	40%	40%	39%	44%	34%	41%	33%	41%	29%	40%	39%	40%	39%	40%	41%
				d				h							
Training opportunities	409	343	65	245	151	362	30	377	25	332	65	286	123	270	124
	27%	28%	23%	28%	26%	28%	24%	28%	22%	29%	22%	27%	27%	28%	26%
										j					
Reputation or prestige of the organisation	360	306	52	228	120	307	33	317	31	282	66	239	121	226	120
	24%	25%	18%	26%	21%	24%	26%	24%	28%	25%	22%	23%	26%	24%	25%
		b		d											
Values or ethical stance of the organisation	293	244	49	161	124	249	26	271	16	226	58	197	96	179	105
	20%	20%	17%	19%	21%	19%	21%	20%	14%	20%	19%	19%	21%	19%	22%
Benefits (such as holiday allowance)	263	182	79	142	107	205	35	210	42	181	69	162	101	156	86
	18%	15%	28%	16%	18%	16%	28%	16%	38%	16%	23%	16%	22%	16%	18%
			a			e		g		i		k			

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9_SUM. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

RANKING 1ST-3RD

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Knowing friends/family who work at the organisation

Knowing friends/family who have the occupation as a career

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Knowing friends/family who work at the organisation	96	78	18	59	34	77	15	72	19	76	15	54	42	61	30
	6%	6%	6%	7%	6%	6%	12%	5%	17%	7%	5%	5%	9%	6%	6%
							e						k		
Knowing friends/family who have the occupation as a career	92	75	16	61	29	64	23	69	19	65	22	55	36	61	25
	6%	6%	6%	7%	5%	5%	18%	5%	17%	6%	8%	5%	8%	6%	5%
							e								

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Salary.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Rank 1	(1)	386	214	172	202	183	132	114	61	79	74	152	82	5	17	52
		26%	28%	24%	27%	24%	26%	25%	24%	27%	20%	27%	25%	29%	29%	33%
											i				i	
Rank 2	(2)	346	177	168	160	186	121	101	56	68	81	138	78	6	12	28
		23%	23%	23%	22%	24%	24%	22%	22%	23%	22%	25%	23%	32%	20%	18%
Rank 3	(3)	262	122	140	121	141	98	56	50	58	66	94	56	2	14	28
		17%	16%	19%	16%	19%	20%	12%	20%	20%	18%	17%	17%	11%	23%	18%
							f		f	f						
Rank 4	(4)	164	88	77	72	93	59	49	27	29	44	54	48	1	5	12
		11%	11%	10%	10%	12%	12%	11%	11%	10%	12%	10%	14%	6%	8%	8%
													jn			
Rank 5	(5)	115	56	59	62	53	34	41	20	20	27	40	26	4	3	16
		8%	7%	8%	8%	7%	7%	9%	8%	7%	7%	7%	8%	23%	5%	10%
Rank 6	(6)	69	36	33	35	34	20	26	15	8	20	29	14	-	2	4
		5%	5%	5%	5%	4%	4%	6%	6%	3%	5%	5%	4%	-	3%	3%
Rank 7	(7)	55	24	31	31	23	15	24	7	9	15	18	13	-	2	8
		4%	3%	4%	4%	3%	3%	5%	3%	3%	4%	3%	4%	-	3%	5%
Rank 8	(8)	29	14	16	15	14	5	12	7	5	11	8	7	-	1	3
		2%	2%	2%	2%	2%	1%	3%	3%	2%	3%	1%	2%	-	1%	2%
Rank 9	(9)	23	20	4	8	15	3	13	3	4	6	9	4	-	1	3
		2%	3%	1%	1%	2%	1%	3%	1%	1%	2%	2%	1%	-	2%	2%
			b					e								
Rank 10	(10)	28	12	16	20	8	6	11	4	7	13	9	3	-	1	1
		2%	2%	2%	3%	1%	1%	2%	2%	2%	4%	2%	1%	-	2%	1%
					d						jk					
NETS																
Net: 1-3	993	514	480	484	510	351	272	167	204	221	384	216	13	44	108	
	66%	67%	66%	65%	67%	70%	59%	67%	70%	60%	69%	65%	72%	73%	69%	
						f			f		i					

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Salary.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4-7	403	203	200	200	203	128	140	68	66	106	140	100	5	12	39
	27%	26%	27%	27%	27%	26%	31%	27%	23%	29%	25%	30%	28%	19%	25%
Net: 8-10	81	45	36	43	38	14	37	15	15	30	25	14	-	3	7
	5%	6%	5%	6%	5%	3%	8%	6%	5%	8%	5%	4%	-	5%	5%
Mean score	3.13	3.08	3.17	3.17	3.08	2.89	3.44	3.17	2.99	3.49	3.00	3.08	2.61	2.94	2.97
Standard deviation	2.17	2.19	2.14	2.27	2.07	1.90	2.43	2.14	2.13	2.38	2.10	2.02	1.55	2.15	2.15
Standard error	.06	.08	.08	.08	.08	.08	.12	.14	.13	.13	.09	.11	.38	.28	.18

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Salary.

Base: All respondents

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
Total		a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total		1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total		1500	905	170	319	33	38	1146	50	69	137	70	1195	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	386 26%	230 25%	42 24%	85 27%	7 21%	10 26%	285 25%	13 26%	13 19%	42 31%	28 40%	306 26%	74 26%
											fh			
Rank 2	(2)	346 23%	206 23%	44 26%	77 24%	7 20%	4 12%	259 23%	7 14%	17 24%	37 27%	21 30%	266 22%	77 27%
											g			
Rank 3	(3)	262 17%	161 18%	29 17%	58 18%	5 14%	4 11%	208 18%	6 11%	17 25%	15 11%	12 17%	209 18%	52 18%
								i		i				
Rank 4	(4)	164 11%	109 12%	17 10%	29 9%	2 6%	7 19%	126 11%	11 21%	5 7%	15 11%	4 6%	135 11%	27 9%
									fhj					
Rank 5	(5)	115 8%	77 9%	12 7%	17 5%	6 18%	3 7%	87 8%	5 10%	6 9%	12 9%	3 4%	100 8%	13 5%
						c						i		
Rank 6	(6)	69 5%	38 4%	11 6%	14 4%	3 7%	1 3%	57 5%	5 10%	2 2%	5 3%	1 2%	58 5%	9 3%
									j					
Rank 7	(7)	55 4%	32 4%	7 4%	9 3%	2 6%	3 7%	46 4%	2 4%	2 4%	3 2%	- -	38 3%	16 6%
													k	
Rank 8	(8)	29 2%	15 2%	2 1%	10 3%	- -	1 2%	25 2%	- -	1 1%	2 1%	- -	27 2%	3 1%
Rank 9	(9)	23 2%	11 1%	2 1%	7 2%	1 3%	2 6%	11 1%	1 2%	4 6%	4 3%	1 2%	18 2%	5 2%
						a				f				

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Salary.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 10	28	17	2	6	-	2	26	-	1	1	-	19	8
(10)	2%	2%	1%	2%	-	5%	2%	-	2%	1%	-	2%	3%
NETS													
Net: 1-3	993	597	114	220	18	18	752	26	47	94	60	782	203
	66%	66%	67%	69%	55%	48%	66%	51%	68%	68%	86%	65%	70%
		e	e	e			g		g	g	fghi		
Net: 4-7	403	255	47	69	13	14	315	23	15	35	8	332	66
	27%	28%	28%	22%	38%	36%	27%	45%	22%	25%	12%	28%	23%
		c			c		j	fhij		j			
Net: 8-10	81	44	6	23	1	5	62	1	6	6	1	65	15
	5%	5%	4%	7%	3%	13%	5%	2%	9%	5%	2%	5%	5%
					ab				j				
Mean score	3.13	3.11	3.07	3.08	3.47	3.91	3.17	3.31	3.40	2.85	2.21	3.14	3.07
						abc	j	j	j	j			
Standard deviation	2.17	2.12	2.07	2.24	2.16	2.78	2.19	1.99	2.35	2.07	1.52	2.15	2.24
Standard error	.06	.07	.16	.13	.40	.48	.07	.29	.28	.17	.17	.06	.13

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Salary.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	386 26%	55 31%	57 27%	30 24%	35 26%	36 25%	31 28%	21 32%	39 23%	30 22%	27 22%	18 24%	6 20%
Rank 2	(2)	346 23%	38 22%	54 26%	31 25%	32 23%	28 20%	25 22%	11 17%	45 26%	33 25%	29 23%	11 14%	8 27%
Rank 3	(3)	262 17%	29 17%	36 17%	18 14%	30 22%	29 20%	19 17%	6 10%	27 16%	26 19%	27 22%	11 14%	4 14%
Rank 4	(4)	164 11%	18 10%	25 12%	13 10%	15 11%	15 11%	8 7%	8 13%	20 12%	18 13%	12 10%	11 15%	2 7%
Rank 5	(5)	115 8%	13 7%	14 7%	11 9%	8 6%	14 10%	12 11%	5 8%	11 6%	11 8%	6 5%	7 10%	2 6%
Rank 6	(6)	69 5%	6 4%	8 4%	8 6%	2 2%	8 5%	4 4%	6 9%	9 5%	5 4%	6 5%	5 7%	2 6%
Rank 7	(7)	55 4%	6 4%	3 2%	5 4%	9 6%	3 2%	3 3%	2 3%	6 4%	3 2%	5 4%	5 6%	4 13%
Rank 8	(8)	29 2%	3 2%	4 2%	2 2%	1 1%	4 3%	1 1%	- -	4 2%	3 2%	1 1%	4 5%	2 7%
Rank 9	(9)	23 2%	2 1%	2 1%	5 4%	1 1%	3 2%	4 4%	2 3%	1 1%	- -	3 2%	- -	- -
Rank 10	(10)	28 2%	4 2%	1 *	1 1%	4 3%	1 1%	3 3%	- -	3 2%	3 2%	6 5%	2 3%	- -

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Salary.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	993 66%	123 69%	147 70%	80 63%	98 71%	93 66%	75 67%	38 60%	111 66%	88 67%	83 67%	40 53%	18 60%
		k	k		k								
Net: 4-7	403 27%	43 24%	51 24%	37 30%	34 25%	39 28%	27 24%	22 34%	46 27%	36 27%	29 23%	29 38%	10 33%
												ab	
Net: 8-10	81 5%	9 5%	7 3%	8 6%	6 4%	8 6%	8 7%	2 3%	8 5%	6 4%	10 8%	6 8%	2 7%
Mean score	3.13	2.98	2.82	3.28	3.06	3.16	3.19	3.09	3.11	3.07	3.35	3.65	3.59
				b							b	ab	
Standard deviation	2.17	2.20	1.87	2.26	2.15	2.09	2.36	2.16	2.12	2.01	2.41	2.41	2.37
Standard error	.06	.15	.12	.21	.20	.18	.23	.29	.16	.18	.24	.31	.61

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Salary.

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		Total	a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	386	38	6	194	13	44	6	323	114	130	137
		26%	21%	40%	29%	21%	24%	26%	26%	23%	23%	24%
Rank 2	(2)	346	31	5	166	11	41	4	282	105	131	134
		23%	17%	31%	24%	18%	22%	20%	23%	21%	23%	23%
			a									
Rank 3	(3)	262	34	1	102	13	38	4	217	89	93	96
		17%	19%	6%	15%	21%	20%	17%	18%	18%	16%	17%
Rank 4	(4)	164	17	1	73	7	16	2	136	55	60	61
		11%	10%	6%	11%	12%	9%	8%	11%	11%	10%	11%
Rank 5	(5)	115	19	-	53	3	10	4	93	47	44	49
		8%	11%	-	8%	6%	6%	20%	8%	9%	8%	8%
Rank 6	(6)	69	16	-	28	2	7	1	55	30	27	34
		5%	9%	-	4%	4%	4%	4%	5%	6%	5%	6%
			ce									
Rank 7	(7)	55	6	-	28	2	8	-	48	23	28	21
		4%	4%	-	4%	4%	4%	-	4%	5%	5%	4%
Rank 8	(8)	29	9	2	10	-	3	-	23	13	19	19
		2%	5%	10%	1%	-	1%	-	2%	3%	3%	3%
			ce									
Rank 9	(9)	23	2	1	9	1	7	-	17	10	13	14
		2%	1%	6%	1%	2%	4%	-	1%	2%	2%	2%
						c						
Rank 10	(10)	28	2	-	12	5	6	-	17	10	14	9
		2%	1%	-	2%	8%	3%	-	1%	2%	2%	1%
					ac							

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Salary.

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS											
Net: 1-3	993	102	12	462	38	124	14	822	309	355	367
	66%	58%	77%	68%	61%	66%	63%	67%	61%	62%	63%
			a					hi			
Net: 4-7	403	57	1	182	16	42	7	332	155	159	164
	27%	33%	6%	27%	25%	22%	32%	27%	31%	28%	28%
		e									
Net: 8-10	81	12	3	31	6	16	-	57	34	46	42
	5%	7%	17%	5%	10%	8%	-	5%	7%	8%	7%
					c					g	g
Mean score	3.13	3.50	2.86	3.02	3.59	3.32	2.87	3.07	3.39	3.40	3.30
		c							g	g	g
Standard deviation	2.17	2.21	2.71	2.14	2.64	2.43	1.65	2.11	2.27	2.37	2.26
Standard error	.06	.17	.70	.08	.37	.18	.35	.06	.10	.10	.09

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Salary.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Rank 1	(1)	386	292	91	220	146	329	34	347	27	287	86	278	107	237	134
		26%	24%	32%	25%	25%	26%	27%	26%	24%	25%	29%	27%	24%	25%	28%
			a													
Rank 2	(2)	346	287	59	202	130	304	23	313	25	259	73	245	101	210	118
		23%	24%	21%	23%	23%	24%	18%	23%	23%	23%	24%	23%	22%	22%	24%
Rank 3	(3)	262	219	43	149	108	224	17	242	12	201	53	199	63	181	74
		17%	18%	15%	17%	19%	17%	14%	18%	10%	17%	18%	19%	14%	19%	15%
								h				l				
Rank 4	(4)	164	128	36	102	58	147	12	151	9	129	33	112	53	111	52
		11%	11%	13%	12%	10%	11%	10%	11%	8%	11%	11%	11%	12%	12%	11%
Rank 5	(5)	115	98	17	64	48	102	7	103	9	97	15	79	36	73	38
		8%	8%	6%	7%	8%	8%	6%	8%	8%	8%	5%	8%	8%	8%	8%
Rank 6	(6)	69	60	9	39	29	61	3	62	3	60	4	37	32	44	19
		5%	5%	3%	4%	5%	5%	2%	5%	3%	5%	1%	4%	7%	5%	4%
											j		k			
Rank 7	(7)	55	42	12	35	17	45	7	46	7	38	14	36	19	33	19
		4%	3%	4%	4%	3%	3%	6%	3%	7%	3%	5%	3%	4%	3%	4%
Rank 8	(8)	29	23	6	16	13	20	9	24	6	24	6	17	12	20	10
		2%	2%	2%	2%	2%	2%	7%	2%	5%	2%	2%	2%	3%	2%	2%
								e								
Rank 9	(9)	23	18	6	13	9	17	6	18	5	17	5	14	9	17	6
		2%	1%	2%	2%	2%	1%	4%	1%	4%	2%	2%	1%	2%	2%	1%
								e								
Rank 10	(10)	28	22	5	16	10	23	3	22	4	22	4	18	10	19	6
		2%	2%	2%	2%	2%	2%	3%	2%	4%	2%	1%	2%	2%	2%	1%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Salary.

Base: All respondents

Significance Level: 95%

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	993	798	193	571	384	857	74	902	63	747	212	722	271	628	325
	66%	66%	67%	66%	66%	67%	59%	67%	57%	65%	71%	69%	59%	66%	67%
Net: 4-7	403	329	74	240	151	355	30	363	29	324	67	263	140	262	128
	27%	27%	26%	28%	26%	28%	24%	27%	26%	28%	22%	25%	31%	27%	26%
Net: 8-10	81	64	16	45	33	59	18	63	15	63	15	50	31	55	22
	5%	5%	6%	5%	6%	5%	14%	5%	13%	5%	5%	5%	7%	6%	4%
Mean score	3.13	3.15	3.01	3.13	3.14	3.09	3.61	3.07	3.70	3.17	2.92	3.02	3.38	3.18	3.01
Standard deviation	2.17	2.15	2.22	2.16	2.16	2.11	2.70	2.10	2.74	2.17	2.10	2.09	2.32	2.18	2.10
Standard error	.06	.06	.13	.07	.09	.06	.25	.06	.27	.06	.12	.06	.11	.07	.10

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Location.

Base: All respondents

		GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
Total		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total		1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total		1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	189	91	98	93	95	52	50	30	56	55	64	40	2	4	24
		13%	12%	13%	13%	13%	10%	11%	12%	19%	15%	12%	12%	10%	7%	15%
									efg							
Rank 2	(2)	198	103	95	94	105	57	54	43	45	59	66	35	5	7	26
		13%	13%	13%	13%	14%	11%	12%	17%	15%	16%	12%	10%	28%	11%	17%
								ef		k						
Rank 3	(3)	240	130	110	108	132	86	81	39	34	47	91	71	2	11	18
		16%	17%	15%	15%	17%	17%	18%	15%	11%	13%	16%	21%	11%	18%	12%
							h	h					in			
Rank 4	(4)	204	93	110	95	108	72	56	31	44	45	72	46	3	8	27
		14%	12%	15%	13%	14%	14%	12%	13%	15%	12%	13%	14%	17%	13%	17%
Rank 5	(5)	183	94	90	102	81	58	64	30	30	42	64	41	1	13	19
		12%	12%	12%	14%	11%	12%	14%	12%	10%	11%	12%	12%	6%	21%	12%
														ij		
Rank 6	(6)	140	65	75	69	71	53	46	24	17	33	54	33	2	9	8
		9%	8%	10%	9%	9%	11%	10%	9%	6%	9%	10%	10%	11%	14%	5%
							h	h						n		
Rank 7	(7)	103	66	38	60	43	32	32	19	21	20	50	20	-	4	9
		7%	9%	5%	8%	6%	6%	7%	7%	7%	5%	9%	6%	-	6%	6%
			b									i				
Rank 8	(8)	104	53	51	59	45	42	30	13	19	27	40	21	-	2	14
		7%	7%	7%	8%	6%	8%	7%	5%	7%	7%	7%	6%	-	4%	9%
Rank 9	(9)	36	22	14	11	25	12	10	7	6	10	15	5	2	1	1
		2%	3%	2%	2%	3%	2%	2%	3%	2%	3%	3%	2%	12%	2%	1%
						c										
Rank 10	(10)	53	33	20	21	32	14	18	10	11	15	18	11	1	1	7
		4%	4%	3%	3%	4%	3%	4%	4%	4%	4%	3%	3%	6%	1%	4%

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Location.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	627 42%	324 42%	303 41%	295 40%	332 44%	195 39%	185 40%	112 45%	134 46%	160 44%	220 40%	145 44%	9 49%	22 36%	68 43%
Net: 4-7	630 42%	317 41%	313 43%	327 44%	303 40%	215 43%	198 43%	104 42%	112 38%	140 38%	240 44%	140 42%	6 33%	33 55% in	63 40%
Net: 8-10	193 13%	107 14%	86 12%	92 12%	101 13%	68 14%	59 13%	30 12%	37 12%	53 14%	73 13%	38 11%	3 18%	4 7%	21 14%
Mean score	4.33	4.44	4.22	4.38	4.29	4.45 h	4.44 h	4.26	4.03	4.26	4.47	4.27	4.27	4.39	4.13
Standard deviation	2.45	2.52	2.38	2.41	2.49	2.38	2.43	2.47	2.57	2.58	2.45	2.35	2.84	2.02	2.50
Standard error	.06	.09	.09	.09	.09	.11	.12	.16	.15	.14	.10	.13	.69	.26	.21

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Location.

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	189	105	18	43	4	147	8	9	17	4	143	43
		13%	12%	11%	14%	11%	13%	16%	13%	13%	6%	12%	15%
						abcd							
Rank 2	(2)	198	112	30	47	4	155	3	8	20	11	159	37
		13%	12%	17%	15%	11%	13%	6%	12%	14%	15%	13%	13%
				e									
Rank 3	(3)	240	149	28	48	5	191	5	10	19	11	199	39
		16%	16%	17%	15%	14%	17%	10%	15%	14%	15%	17%	13%
Rank 4	(4)	204	143	17	35	1	154	11	7	17	8	167	36
		14%	16%	10%	11%	2%	13%	21%	10%	13%	11%	14%	12%
				bcd									
Rank 5	(5)	183	111	20	38	2	138	5	8	13	12	149	33
		12%	12%	12%	12%	5%	12%	10%	11%	9%	18%	12%	11%
Rank 6	(6)	140	79	18	34	4	105	4	8	13	8	112	26
		9%	9%	11%	11%	13%	9%	8%	12%	10%	12%	9%	9%
Rank 7	(7)	103	65	10	25	1	72	5	4	16	6	77	26
		7%	7%	6%	8%	4%	6%	10%	6%	11%	9%	6%	9%
										f			
Rank 8	(8)	104	62	16	16	3	82	5	5	5	5	83	20
		7%	7%	9%	5%	9%	7%	9%	7%	4%	7%	7%	7%
						c							
Rank 9	(9)	36	17	6	8	4	28	1	2	4	1	28	8
		2%	2%	4%	2%	11%	2%	2%	2%	3%	1%	2%	3%
						ac							
Rank 10	(10)	53	33	5	12	1	38	3	4	6	1	40	11
		4%	4%	3%	4%	4%	3%	6%	5%	4%	1%	3%	4%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Location.

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

NETS

Net: 1-3

Net: 4-7

Net: 8-10

Mean score

Standard deviation

Standard error

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	627	366	76	138	12	16	493	16	28	56	26	501	119
	42%	40%	44%	43%	36%	43%	43%	31%	40%	41%	37%	42%	41%
Net: 4-7	630	399	65	131	8	12	470	25	27	59	35	505	120
	42%	44%	38%	41%	24%	31%	41%	49%	39%	43%	51%	42%	42%
Net: 8-10	193	112	26	37	8	9	147	8	10	15	7	152	38
	13%	12%	16%	12%	24%	23%	13%	17%	15%	11%	10%	13%	13%
Mean score	4.33	4.35	4.39	4.28	5.01	4.35	4.28	4.70	4.50	4.39	4.49	4.32	4.36
Standard deviation	2.45	2.40	2.49	2.50	2.97	3.05	2.44	2.63	2.62	2.53	2.15	2.42	2.55
Standard error	.06	.08	.19	.14	.58	.52	.07	.39	.32	.21	.25	.07	.15

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Location.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	189 13%	17 10%	32 15%	21 17%	18 13%	17 12%	16 14%	3 5%	22 13%	14 10%	10 8%	10 13%	8 27%
				g	g									
Rank 2	(2)	198 13%	27 15%	26 12%	19 15%	16 11%	18 13%	15 13%	12 18%	18 11%	21 16%	14 12%	8 11%	4 13%
Rank 3	(3)	240 16%	27 15%	41 19%	21 17%	21 15%	30 21%	12 11%	10 15%	25 15%	20 15%	16 13%	13 17%	4 13%
				f		f								
Rank 4	(4)	204 14%	15 8%	28 14%	17 13%	23 16%	21 15%	20 18%	4 6%	22 13%	21 16%	15 12%	14 19%	4 13%
					ag	ag				a		ag		
Rank 5	(5)	183 12%	26 15%	30 14%	11 8%	15 11%	16 11%	15 14%	9 14%	21 13%	8 6%	24 20%	6 8%	2 6%
			i	i			i			i		cik		
Rank 6	(6)	140 9%	12 7%	17 8%	10 8%	14 10%	14 10%	13 11%	8 12%	19 11%	17 13%	10 8%	5 6%	2 7%
Rank 7	(7)	103 7%	17 10%	12 5%	13 11%	9 6%	9 6%	7 6%	2 3%	14 8%	12 9%	6 5%	2 3%	- -
Rank 8	(8)	104 7%	14 8%	9 4%	7 6%	11 8%	11 7%	7 6%	3 4%	11 7%	8 6%	13 11%	10 13%	- -
											b	b		
Rank 9	(9)	36 2%	6 4%	5 3%	1 1%	2 2%	4 3%	- -	4 6%	3 2%	3 2%	5 4%	3 3%	- -
			f						cf		f			
Rank 10	(10)	53 4%	9 5%	3 2%	2 2%	- -	1 1%	4 3%	8 12%	6 3%	4 3%	6 5%	4 5%	6 21%
			bde					d	bcdefhi	d	d	de	de	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Location.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	627	72	99	62	55	65	42	25	64	55	40	31	16
	42%	41%	47%	49%	40%	46%	38%	38%	38%	42%	33%	41%	53%
			j	j		j							
Net: 4-7	630	71	87	51	60	60	56	22	76	58	54	28	8
	42%	40%	41%	40%	44%	43%	50%	35%	45%	44%	44%	36%	26%
Net: 8-10	193	30	18	11	13	15	11	14	20	15	24	16	6
	13%	17%	8%	8%	9%	11%	10%	22%	12%	11%	20%	21%	21%
		bc						bcdef			bcdf	bcdef	
Mean score	4.33	4.65	3.96	3.95	4.12	4.15	4.23	5.03	4.43	4.37	4.84	4.52	4.23
		bc						bcde	b		bcde		
Standard deviation	2.45	2.60	2.26	2.37	2.21	2.24	2.33	2.86	2.43	2.44	2.53	2.65	3.33
Standard error	.06	.18	.15	.22	.21	.19	.23	.39	.18	.22	.25	.34	.86

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Location.

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		Total	a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	189	32	1	75	7	30	2	129	76	70	72
		13%	18%	6%	11%	11%	16%	11%	11%	15%	12%	12%
			c						g			
Rank 2	(2)	198	28	1	88	4	31	2	152	67	79	85
		13%	16%	5%	13%	6%	17%	11%	12%	13%	14%	15%
						d						
Rank 3	(3)	240	22	4	109	11	29	1	207	73	87	91
		16%	12%	25%	16%	17%	15%	4%	17%	15%	15%	16%
Rank 4	(4)	204	23	2	95	8	18	3	170	73	72	80
		14%	13%	11%	14%	14%	9%	12%	14%	15%	13%	14%
Rank 5	(5)	183	17	2	84	10	18	7	162	55	73	70
		12%	10%	14%	12%	16%	10%	30%	13%	11%	13%	12%
Rank 6	(6)	140	13	2	71	5	14	2	121	40	54	51
		9%	8%	11%	10%	8%	8%	11%	10%	8%	10%	9%
Rank 7	(7)	103	12	1	53	-	15	2	83	37	39	34
		7%	7%	6%	8%	-	8%	8%	7%	7%	7%	6%
					d		d					
Rank 8	(8)	104	15	-	49	8	8	-	88	27	34	37
		7%	9%	-	7%	13%	4%	-	7%	5%	6%	6%
						e						
Rank 9	(9)	36	4	1	14	5	7	1	29	22	21	18
		2%	2%	8%	2%	8%	4%	4%	2%	4%	4%	3%
						ac			g			
Rank 10	(10)	53	7	1	20	2	6	1	46	18	20	19
		4%	4%	5%	3%	4%	3%	4%	4%	4%	4%	3%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Location.

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS											
Net: 1-3	627	82	6	272	21	90	6	488	216	236	248
	42%	47%	37%	40%	34%	48%	26%	40%	43%	41%	43%
Net: 4-7	630	65	6	303	23	65	14	536	205	239	235
	42%	37%	43%	45%	37%	35%	61%	44%	41%	42%	40%
Net: 8-10	193	26	2	83	16	21	2	163	67	75	75
	13%	15%	13%	12%	25%	11%	8%	13%	13%	13%	13%
Mean score	4.33	4.14	4.76	4.40	4.89	4.10	4.64	4.45	4.27	4.37	4.27
Standard deviation	2.45	2.62	2.52	2.38	2.65	2.57	2.33	2.42	2.54	2.49	2.46
Standard error	.06	.20	.67	.09	.37	.19	.50	.07	.12	.11	.10

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Location.

Base: All respondents

		THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un- important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total		1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total		1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	189	144	43	98	81	161	15	162	19	132	44	120	69	112	60
		13%	12%	15%	11%	14%	13%	12%	12%	17%	11%	15%	11%	15%	12%	12%
Rank 2	(2)	198	150	47	107	86	163	20	179	12	154	38	148	50	131	63
		13%	12%	16%	12%	15%	13%	16%	13%	11%	13%	13%	14%	11%	14%	13%
Rank 3	(3)	240	200	40	128	103	218	13	228	8	191	44	166	73	156	76
		16%	16%	14%	15%	18%	17%	10%	17%	7%	17%	15%	16%	16%	16%	16%
Rank 4	(4)	204	165	38	117	81	182	12	179	17	163	35	155	48	125	70
		14%	14%	13%	13%	14%	14%	9%	13%	15%	14%	12%	15%	11%	13%	14%
Rank 5	(5)	183	147	36	111	65	156	11	164	12	142	33	133	50	118	59
		12%	12%	13%	13%	11%	12%	8%	12%	11%	12%	11%	13%	11%	12%	12%
Rank 6	(6)	140	119	21	85	49	120	11	127	10	106	32	97	43	92	45
		9%	10%	8%	10%	8%	9%	9%	9%	9%	9%	11%	9%	9%	10%	9%
Rank 7	(7)	103	87	16	72	27	82	11	94	6	77	19	65	38	62	34
		7%	7%	6%	8%	5%	6%	9%	7%	6%	7%	6%	6%	8%	7%	7%
Rank 8	(8)	104	85	19	64	37	89	12	92	11	81	21	70	34	63	39
		7%	7%	7%	7%	6%	7%	10%	7%	10%	7%	7%	7%	7%	7%	8%
Rank 9	(9)	36	33	3	24	12	28	7	34	2	26	10	24	12	27	9
		2%	3%	1%	3%	2%	2%	5%	3%	2%	2%	3%	2%	3%	3%	2%
Rank 10	(10)	53	39	13	30	21	43	8	45	6	39	12	37	16	38	13
		4%	3%	4%	3%	4%	3%	6%	3%	5%	3%	4%	4%	3%	4%	3%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Location.

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	627	493	131	333	269	543	48	568	39	477	126	434	193	399	199
	42%	41%	46%	38%	47%	42%	38%	42%	35%	42%	42%	42%	42%	42%	41%
					c										
Net: 4-7	630	518	112	385	222	541	45	565	45	487	119	450	180	398	207
	42%	43%	39%	44%	38%	42%	36%	42%	41%	42%	40%	43%	39%	42%	43%
				d											
Net: 8-10	193	158	34	119	70	160	27	171	19	147	42	130	62	128	61
	13%	13%	12%	14%	12%	12%	21%	13%	17%	13%	14%	13%	14%	13%	13%
					e										
Mean score	4.33	4.39	4.11	4.50	4.11	4.29	4.81	4.34	4.51	4.34	4.36	4.32	4.38	4.38	4.31
				d			e								
Standard deviation	2.45	2.44	2.49	2.46	2.44	2.42	2.82	2.43	2.71	2.42	2.57	2.41	2.55	2.47	2.40
Standard error	.06	.07	.15	.08	.10	.07	.26	.07	.27	.07	.15	.08	.12	.08	.11

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

A clear path of career progression or promotion opportunities.

Base: All respondents

		GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
Total		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total		1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total		1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	217	115	102	103	114	86	68	35	29	57	81	55	2	9	12
		14%	15%	14%	14%	15%	17%	15%	14%	10%	15%	15%	16%	12%	15%	8%
							h				n	n	n			
Rank 2	(2)	192	85	107	100	92	75	61	26	30	40	73	48	1	10	20
		13%	11%	15%	13%	12%	15%	13%	10%	10%	11%	13%	14%	6%	16%	13%
				a			h									
Rank 3	(3)	184	105	79	99	85	53	61	24	45	43	73	35	4	7	21
		12%	14%	11%	13%	11%	11%	13%	10%	15%	12%	13%	11%	21%	11%	13%
Rank 4	(4)	190	106	84	90	99	73	42	36	39	38	73	48	2	8	20
		13%	14%	11%	12%	13%	15%	9%	14%	13%	10%	13%	15%	13%	13%	13%
							f		f							
Rank 5	(5)	164	88	77	89	76	48	53	32	31	46	46	39	2	5	24
		11%	11%	10%	12%	10%	10%	11%	13%	11%	12%	8%	12%	12%	8%	15%
											j					j
Rank 6	(6)	149	77	72	66	84	54	38	21	36	27	67	27	2	5	21
		10%	10%	10%	9%	11%	11%	8%	8%	12%	7%	12%	8%	10%	9%	14%
												i				i
Rank 7	(7)	128	66	62	61	67	41	44	23	21	31	46	31	2	8	8
		9%	9%	8%	8%	9%	8%	10%	9%	7%	9%	8%	9%	10%	14%	5%
														n		
Rank 8	(8)	94	41	53	39	55	28	29	19	18	27	30	23	1	1	10
		6%	5%	7%	5%	7%	6%	6%	8%	6%	7%	5%	7%	7%	1%	7%
Rank 9	(9)	69	37	32	37	32	11	34	12	12	24	25	11	1	2	6
		5%	5%	4%	5%	4%	2%	7%	5%	4%	6%	4%	3%	5%	3%	4%
							e									
Rank 10	(10)	56	28	28	30	26	9	16	13	18	20	20	5	1	3	6
		4%	4%	4%	4%	3%	2%	4%	5%	6%	5%	4%	2%	6%	5%	4%
							e		e		k					

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

A clear path of career progression or promotion opportunities.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	593	305	288	301	292	214	190	86	104	140	227	138	7	26	53
	40%	40%	39%	41%	38%	43%	41%	34%	35%	38%	41%	41%	39%	43%	34%
						gh									
Net: 4-7	631	337	294	305	326	216	176	112	127	142	231	146	8	26	74
	42%	44%	40%	41%	43%	43%	38%	44%	43%	38%	42%	44%	44%	44%	47%
Net: 8-10	219	106	113	106	113	49	79	44	47	71	75	40	3	6	22
	15%	14%	16%	14%	15%	10%	17%	17%	16%	19%	14%	12%	17%	9%	14%
						e	e	e		jk					
Mean score	4.47	4.45	4.50	4.45	4.50	4.09	4.58	4.72	4.76	4.70	4.41	4.22	4.76	4.28	4.69
							e	e	e	k					
Standard deviation	2.60	2.56	2.64	2.60	2.60	2.43	2.71	2.67	2.58	2.78	2.59	2.48	2.65	2.62	2.41
Standard error	.07	.10	.10	.10	.10	.11	.13	.17	.16	.15	.11	.14	.64	.34	.20

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

A clear path of career progression or promotion opportunities.

Base: All respondents

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total		1500	905	170	319	33	38	1146	50	69	137	70	1195	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	217	134	24	47	4	2	166	8	10	19	11	173	43
		14%	15%	14%	15%	12%	6%	14%	16%	15%	14%	16%	15%	15%
Rank 2	(2)	192	122	20	37	1	8	153	9	5	13	7	151	40
		13%	13%	12%	12%	2%	22%	13%	18%	7%	10%	10%	13%	14%
						d								
Rank 3	(3)	184	121	14	36	6	4	137	7	7	18	12	148	34
		12%	13%	8%	11%	17%	11%	12%	13%	10%	13%	17%	12%	12%
Rank 4	(4)	190	117	16	42	4	4	140	5	7	23	12	148	39
		13%	13%	10%	13%	13%	10%	12%	11%	10%	17%	17%	12%	13%
Rank 5	(5)	164	100	22	31	1	4	123	4	10	19	6	127	35
		11%	11%	13%	10%	4%	10%	11%	9%	15%	14%	8%	11%	12%
Rank 6	(6)	149	84	26	27	4	6	112	5	6	15	8	116	33
		10%	9%	15%	8%	13%	17%	10%	10%	9%	11%	12%	10%	11%
				ac										
Rank 7	(7)	128	88	8	29	1	2	98	2	11	13	3	104	24
		9%	10%	5%	9%	4%	5%	9%	4%	16%	9%	4%	9%	8%
			b							fgj				
Rank 8	(8)	94	57	10	19	4	3	73	4	4	5	6	76	17
		6%	6%	6%	6%	11%	8%	6%	7%	6%	4%	9%	6%	6%
Rank 9	(9)	69	34	15	15	1	2	60	-	3	5	2	58	8
		5%	4%	9%	5%	2%	5%	5%	-	4%	3%	3%	5%	3%
				ac										
Rank 10	(10)	56	24	7	21	1	-	45	4	1	4	-	49	6
		4%	3%	4%	7%	4%	-	4%	8%	1%	3%	-	4%	2%
				a						j				

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

A clear path of career progression or promotion opportunities.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	593	377	58	120	10	15	456	23	22	50	30	472	117
	40%	42%	34%	38%	31%	39%	40%	47%	32%	36%	43%	40%	41%
Net: 4-7	631	389	72	129	11	16	472	17	35	69	29	495	131
	42%	43%	42%	40%	33%	42%	41%	34%	51%	50%	41%	41%	45%
									fg				
Net: 8-10	219	116	33	54	6	5	178	8	8	14	9	183	31
	15%	13%	19%	17%	18%	14%	15%	15%	11%	10%	12%	15%	11%
			a									l	
Mean score	4.47	4.35	4.83	4.64	4.79	4.48	4.51	4.23	4.70	4.41	4.12	4.51	4.27
			a										
Standard deviation	2.60	2.52	2.73	2.76	2.65	2.38	2.64	2.76	2.47	2.40	2.33	2.63	2.43
Standard error	.07	.08	.21	.16	.53	.42	.08	.41	.30	.20	.27	.08	.14

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

A clear path of career progression or promotion opportunities.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	217 14%	22 12%	32 15%	19 15%	20 14%	19 14%	16 14%	12 19%	33 19%	25 19%	13 10%	6 8%	- -
										ajk	k			
Rank 2	(2)	192 13%	29 16%	24 11%	11 9%	20 15%	18 13%	15 13%	4 7%	24 14%	15 12%	17 14%	8 11%	6 20%
Rank 3	(3)	184 12%	22 12%	27 13%	18 14%	15 11%	14 10%	10 9%	12 19%	15 9%	20 15%	12 10%	11 15%	6 20%
									h					
Rank 4	(4)	190 13%	25 14%	24 11%	15 12%	11 8%	23 16%	19 17%	8 12%	28 16%	12 9%	13 11%	11 15%	- -
								d		d				
Rank 5	(5)	164 11%	18 10%	21 10%	17 13%	12 9%	16 12%	16 15%	3 5%	15 9%	16 12%	9 8%	17 23%	2 7%
													abdeghj	
Rank 6	(6)	149 10%	20 11%	21 10%	14 11%	12 9%	16 11%	9 8%	4 6%	12 7%	14 10%	16 13%	7 10%	6 20%
Rank 7	(7)	128 9%	16 9%	20 9%	12 9%	9 6%	12 9%	9 8%	7 11%	11 6%	11 8%	14 12%	4 5%	4 13%
Rank 8	(8)	94 6%	6 4%	13 6%	10 8%	14 10%	10 7%	8 7%	4 7%	9 5%	6 5%	9 7%	2 3%	2 6%
						a								
Rank 9	(9)	69 5%	7 4%	13 6%	5 4%	6 4%	6 4%	2 2%	3 5%	9 5%	5 4%	7 6%	4 5%	2 7%
Rank 10	(10)	56 4%	6 3%	5 2%	3 2%	14 10%	5 3%	5 5%	4 7%	5 3%	3 2%	5 4%	- -	2 7%
						abcehik				k				

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

A clear path of career progression or promotion opportunities.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	593 40%	73 41%	83 39%	48 38%	55 40%	52 37%	41 37%	29 45%	72 42%	61 46%	42 34%	25 34%	12 40%
Net: 4-7	631 42%	79 44%	86 41%	57 46%	44 32%	67 48%	53 47%	22 35%	65 38%	53 40%	53 43%	40 52%	12 40%
Net: 8-10	219 15%	19 11%	31 15%	19 15%	33 24%	20 14%	15 14%	12 19%	22 13%	15 11%	21 17%	6 8%	6 20%
Mean score	4.47	4.32	4.48	4.55	4.86 hi	4.53	4.42	4.56	4.10	4.15	4.86 hi	4.36	5.26
Standard deviation	2.60	2.48	2.60	2.51	2.99	2.53	2.53	2.88	2.63	2.54	2.65	2.07	2.62
Standard error	.07	.17	.18	.23	.28	.21	.24	.38	.20	.23	.27	.27	.68

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

A clear path of career progression or promotion opportunities.

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	217	23	2	101	7	19	6	187	77	78	86
		14%	13%	12%	15%	11%	10%	26%	15%	15%	14%	15%
Rank 2	(2)	192	15	-	93	9	26	3	171	57	62	62
		13%	8%	-	14%	15%	14%	13%	14%	11%	11%	11%
Rank 3	(3)	184	23	4	95	4	15	3	145	60	57	55
		12%	13%	24%	14%	6%	8%	13%	12%	12%	10%	9%
				e								
Rank 4	(4)	190	21	-	92	7	18	2	156	61	59	85
		13%	12%	-	14%	12%	10%	8%	13%	12%	10%	15%
				i								
Rank 5	(5)	164	17	2	71	7	26	1	127	49	71	68
		11%	10%	12%	10%	11%	14%	5%	10%	10%	12%	12%
Rank 6	(6)	149	18	2	71	8	17	2	122	51	58	57
		10%	10%	14%	10%	14%	9%	11%	10%	10%	10%	10%
Rank 7	(7)	128	16	4	52	6	14	-	113	37	53	44
		9%	9%	25%	8%	10%	7%	-	9%	7%	9%	7%
Rank 8	(8)	94	10	1	38	4	16	-	77	33	40	42
		6%	6%	6%	6%	6%	9%	-	6%	7%	7%	7%
Rank 9	(9)	69	15	-	27	1	14	3	50	37	38	35
		5%	9%	-	4%	2%	7%	13%	4%	7%	7%	6%
			c							g	g	
Rank 10	(10)	56	10	-	22	4	11	1	40	25	30	24
		4%	6%	-	3%	6%	6%	6%	3%	5%	5%	4%
										g		

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

A clear path of career progression or promotion opportunities.

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS											
Net: 1-3	593	61	5	289	20	60	12	502	194	197	203
	40%	35%	36%	43%	32%	32%	52%	41%	39%	35%	35%
			e					ij			
Net: 4-7	631	72	8	286	29	75	5	518	197	240	253
	42%	41%	51%	42%	47%	40%	24%	42%	39%	42%	44%
Net: 8-10	219	36	1	86	8	41	4	167	96	108	101
	15%	20%	6%	13%	14%	22%	19%	14%	19%	19%	17%
		c				c			g	g	g
Mean score	4.47	4.92	4.82	4.30	4.72	5.00	4.09	4.39	4.67	4.84	4.65
		c				c			g	g	
Standard deviation	2.60	2.76	2.30	2.52	2.62	2.75	3.12	2.58	2.77	2.73	2.66
Standard error	.07	.21	.61	.10	.38	.21	.66	.07	.13	.12	.11

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

A clear path of career progression or promotion opportunities.

Base: All respondents

		THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total		1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total		1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	217	190	27	154	61	197	15	210	5	179	36	158	59	148	66
		14%	16%	10%	18%	10%	15%	12%	16%	5%	16%	12%	15%	13%	16%	14%
			b		d				h							
Rank 2	(2)	192	146	46	121	64	173	12	176	11	145	40	134	58	123	63
		13%	12%	16%	14%	11%	13%	10%	13%	9%	13%	13%	13%	13%	13%	13%
Rank 3	(3)	184	146	38	103	73	155	15	161	16	138	40	122	62	106	68
		12%	12%	13%	12%	13%	12%	12%	12%	14%	12%	13%	12%	14%	11%	14%
Rank 4	(4)	190	160	28	111	73	169	10	174	12	148	37	135	55	120	62
		13%	13%	10%	13%	13%	13%	8%	13%	11%	13%	12%	13%	12%	13%	13%
Rank 5	(5)	164	132	31	97	56	146	9	144	14	128	31	107	58	98	55
		11%	11%	11%	11%	10%	11%	7%	11%	13%	11%	10%	10%	13%	10%	11%
Rank 6	(6)	149	117	32	75	67	127	13	130	13	107	37	113	36	96	47
		10%	10%	11%	9%	12%	10%	10%	10%	12%	9%	12%	11%	8%	10%	10%
Rank 7	(7)	128	104	24	65	60	112	7	118	6	97	26	100	28	85	38
		9%	9%	8%	7%	10%	9%	5%	9%	6%	8%	9%	10%	6%	9%	8%
												i				
Rank 8	(8)	94	69	26	40	52	71	13	86	8	67	21	61	33	54	38
		6%	6%	9%	5%	9%	6%	10%	6%	7%	6%	7%	6%	7%	6%	8%
			a		c											
Rank 9	(9)	69	56	13	35	33	48	15	57	8	56	10	45	25	52	13
		5%	5%	5%	4%	6%	4%	12%	4%	7%	5%	3%	4%	5%	5%	3%
							e								n	
Rank 10	(10)	56	42	14	34	18	41	12	42	11	40	12	34	22	38	16
		4%	3%	5%	4%	3%	3%	10%	3%	10%	3%	4%	3%	5%	4%	3%
							e		g							

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

A clear path of career progression or promotion opportunities.

Base: All respondents

Significance Level: 95%

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	593	482	111	379	198	525	42	548	32	462	117	414	179	377	197
	40%	40%	39%	44%	34%	41%	33%	41%	29%	40%	39%	40%	39%	40%	41%
			d					h							
Net: 4-7	631	514	115	348	257	554	39	566	46	480	130	454	177	399	203
	42%	42%	40%	40%	44%	43%	31%	42%	41%	42%	44%	43%	39%	42%	42%
			f												
Net: 8-10	219	167	53	109	104	161	40	184	27	163	44	140	79	144	67
	15%	14%	18%	13%	18%	13%	32%	14%	25%	14%	15%	13%	17%	15%	14%
			a												
Mean score	4.47	4.41	4.75	4.21	4.85	4.34	5.42	4.38	5.40	4.41	4.56	4.44	4.56	4.49	4.40
			c												
Standard deviation	2.60	2.59	2.64	2.61	2.56	2.54	3.03	2.57	2.70	2.60	2.56	2.57	2.66	2.66	2.51
Standard error	.07	.08	.16	.09	.11	.07	.28	.07	.27	.08	.15	.08	.13	.09	.12

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Reputation or prestige of the organisation.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Rank 1	(1)	111	56	54	47	64	31	42	16	21	23	41	32	-	6	7
		7%	7%	7%	6%	8%	6%	9%	7%	7%	6%	7%	9%	-	10%	5%
Rank 2	(2)	123	59	63	66	57	43	40	20	20	30	35	33	-	5	20
		8%	8%	9%	9%	7%	9%	9%	8%	7%	8%	6%	10%	-	8%	13%
												j			j	
Rank 3	(3)	126	61	65	70	57	40	41	17	28	32	52	20	2	4	12
		8%	8%	9%	9%	7%	8%	9%	7%	10%	9%	10%	6%	11%	7%	8%
Rank 4	(4)	159	86	72	73	85	49	60	25	25	34	60	41	2	9	11
		11%	11%	10%	10%	11%	10%	13%	10%	9%	9%	11%	12%	11%	15%	7%
Rank 5	(5)	190	89	101	80	110	72	50	29	39	49	71	45	1	10	15
		13%	12%	14%	11%	15%	14%	11%	12%	13%	13%	13%	13%	7%	16%	10%
					c											
Rank 6	(6)	190	105	85	98	92	63	55	34	38	48	71	42	2	8	18
		13%	14%	12%	13%	12%	13%	12%	13%	13%	13%	13%	12%	13%	14%	12%
Rank 7	(7)	190	87	103	93	97	66	45	43	36	48	72	37	1	8	21
		13%	11%	14%	13%	13%	13%	10%	17%	12%	13%	13%	11%	4%	13%	14%
								f								
Rank 8	(8)	189	97	92	99	89	66	59	25	39	41	68	44	7	5	23
		13%	13%	13%	13%	12%	13%	13%	10%	13%	11%	12%	13%	39%	9%	15%
Rank 9	(9)	95	63	32	53	42	27	29	21	19	25	38	15	2	2	13
		6%	8%	4%	7%	6%	5%	6%	8%	6%	7%	7%	5%	11%	3%	8%
			b													
Rank 10	(10)	55	35	20	24	31	15	21	9	10	19	16	13	1	-	6
		4%	5%	3%	3%	4%	3%	5%	4%	3%	5%	3%	4%	5%	-	4%
NETS																
Net: 1-3		360	177	183	182	177	114	123	53	70	85	128	85	2	15	40
		24%	23%	25%	25%	23%	23%	27%	21%	24%	23%	23%	25%	11%	25%	25%

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Reputation or prestige of the organisation.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4-7	729	369	361	344	385	251	209	130	138	178	273	165	6	35	66
	49%	48%	49%	47%	51%	50%	46%	52%	47%	48%	50%	49%	35%	58%	42%
														n	
Net: 8-10	339	195	144	177	162	107	108	55	68	85	122	72	10	7	42
	23%	25%	20%	24%	21%	22%	24%	22%	23%	23%	22%	22%	54%	12%	27%
		b								m					m
Mean score	5.40	5.52	5.27	5.45	5.35	5.41	5.25	5.59	5.46	5.52	5.41	5.21	6.72	4.83	5.60
										m					m
Standard deviation	2.49	2.54	2.43	2.49	2.49	2.41	2.60	2.46	2.47	2.50	2.45	2.54	2.14	2.22	2.59
Standard error	.07	.10	.09	.09	.09	.11	.12	.16	.15	.13	.11	.14	.52	.29	.22

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Reputation or prestige of the organisation.

Base: All respondents

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total		1500	905	170	319	33	38	1146	50	69	137	70	1195	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	111 7%	64 7%	18 10%	24 8%	1 2%	3 8%	83 7%	4 8%	8 12%	11 8%	3 4%	86 7%	21 7%
Rank 2	(2)	123 8%	79 9%	12 7%	23 7%	1 4%	3 8%	90 8%	8 16% fj	5 8%	14 10%	2 3%	105 9%	18 6%
Rank 3	(3)	126 8%	76 8%	20 11%	20 6%	2 6%	6 16% c	96 8%	2 3%	4 6%	10 7%	8 11%	95 8%	26 9%
Rank 4	(4)	159 11%	88 10%	22 13%	34 11%	7 21% a	4 11%	120 10%	5 11%	9 13%	17 12%	7 10%	134 11%	24 8%
Rank 5	(5)	190 13%	119 13%	23 13%	36 11%	3 7%	7 17%	146 13%	6 12%	7 10%	17 13%	11 16%	151 13%	37 13%
Rank 6	(6)	190 13%	120 13%	14 8%	44 14%	6 17%	2 6%	146 13%	6 11%	4 7%	18 13%	11 16%	150 13%	39 14%
Rank 7	(7)	190 13%	119 13%	20 12%	39 12%	4 13%	4 11%	141 12%	7 13%	10 14%	16 11%	14 20% f	151 13%	38 13%
Rank 8	(8)	189 13%	125 14%	14 8%	40 12%	3 9%	3 8%	142 12%	6 13%	10 15%	21 15%	5 7%	144 12%	44 15%
Rank 9	(9)	95 6%	51 6%	12 7%	23 7%	2 5%	2 6%	79 7%	3 6%	3 4%	5 3%	5 8%	76 6%	18 6%
Rank 10	(10)	55 4%	28 3%	7 4%	18 6%	- -	- -	45 4%	1 3%	4 5%	4 3%	1 1%	47 4%	8 3%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Reputation or prestige of the organisation.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	360	219	49	68	4	12	269	14	18	35	13	286	66
	24%	24%	29%	21%	12%	32%	24%	27%	26%	25%	19%	24%	23%
			d										
Net: 4-7	729	446	79	153	20	17	554	23	30	68	43	586	138
	49%	49%	47%	48%	59%	46%	48%	47%	43%	49%	62%	49%	48%
			fh										
Net: 8-10	339	204	34	80	5	5	267	11	17	30	11	267	70
	23%	23%	20%	25%	14%	14%	23%	22%	24%	22%	16%	22%	24%
Mean score	5.40	5.40	5.09	5.59	5.42	4.77	5.44	5.18	5.27	5.20	5.57	5.39	5.53
			b										
Standard deviation	2.49	2.45	2.60	2.56	2.01	2.35	2.50	2.61	2.72	2.46	2.13	2.50	2.45
Standard error	.07	.08	.20	.15	.39	.42	.08	.39	.34	.21	.24	.07	.15

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Reputation or prestige of the organisation.

Base: All respondents

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	111 7%	13 7%	13 6%	8 6%	6 5%	12 8%	12 11%	2 3%	14 9%	9 7%	10 8%	8 10%	4 13%
Rank 2	(2)	123 8%	13 7%	17 8%	9 7%	13 10%	10 7%	5 4%	6 9%	13 7%	15 12%	10 8%	11 15%	2 7%
Rank 3	(3)	126 8%	18 10%	19 9%	8 6%	7 5%	11 8%	10 9%	5 8%	17 10%	11 8%	15 12%	6 8%	- -
Rank 4	(4)	159 11%	24 13%	22 10%	12 9%	14 10%	15 11%	12 10%	7 12%	16 10%	8 6%	18 15%	5 6%	6 20%
Rank 5	(5)	190 13%	20 11%	28 13%	16 13%	18 13%	17 12%	12 11%	8 12%	21 13%	25 19%	11 9%	8 10%	6 20%
Rank 6	(6)	190 13%	26 15%	26 12%	16 13%	15 11%	22 16%	12 10%	6 10%	17 10%	16 12%	22 17%	12 16%	- -
Rank 7	(7)	190 13%	25 14%	26 13%	21 17%	29 21%	19 13%	8 8%	8 12%	24 14%	14 11%	6 5%	9 12%	- -
Rank 8	(8)	189 13%	17 9%	27 13%	17 13%	17 12%	14 10%	23 21%	12 19%	23 14%	16 12%	14 11%	5 6%	4 13%
Rank 9	(9)	95 6%	12 7%	16 8%	6 5%	8 5%	9 6%	10 9%	4 6%	8 5%	6 5%	6 5%	4 5%	8 27%
Rank 10	(10)	55 4%	3 1%	6 3%	8 7%	4 3%	7 5%	3 3%	2 4%	5 3%	6 4%	5 4%	6 8%	- -

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Reputation or prestige of the organisation.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	360 24%	44 24%	49 23%	24 19%	27 20%	32 23%	27 24%	13 20%	44 26%	35 27%	34 27%	25 33%	6 20%
Net: 4-7	729 49%	95 53%	102 49%	66 52%	75 54%	73 52%	44 39%	30 46%	78 46%	63 48%	57 46%	34 45%	12 40%
Net: 8-10	339 23%	31 18%	49 23%	31 25%	28 20%	29 21%	36 32%	18 28%	36 21%	27 21%	25 20%	15 20%	12 40%
Mean score	5.40	5.22	5.46	5.75	5.60	5.42	5.54	5.69	5.29	5.25	5.08	5.15	5.54
Standard deviation	2.49	2.37	2.45	2.48	2.35	2.50	2.65	2.41	2.51	2.50	2.48	2.78	2.89
Standard error	.07	.16	.16	.23	.23	.21	.26	.32	.19	.22	.25	.36	.75

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Reputation or prestige of the organisation.

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		Total	a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	111 7%	10 6%	2 17%	49 7%	4 6%	10 5%	- -	97 8%	37 7%	45 8%	45 8%
Rank 2	(2)	123 8%	17 9%	1 8%	54 8%	5 8%	12 6%	3 14%	107 9%	38 7%	39 7%	54 9%
Rank 3	(3)	126 8%	12 7%	1 6%	60 9%	11 18%	19 10%	2 8%	100 8%	32 6%	47 8%	43 7%
Rank 4	(4)	159 11%	13 7%	2 14%	70 10%	6 10%	20 11%	5 24%	133 11%	58 12%	63 11%	61 11%
Rank 5	(5)	190 13%	27 15%	2 11%	80 12%	7 11%	23 12%	2 7%	156 13%	66 13%	65 11%	75 13%
Rank 6	(6)	190 13%	21 12%	2 14%	86 13%	10 16%	21 11%	4 20%	158 13%	72 14%	73 13%	74 13%
Rank 7	(7)	190 13%	20 11%	3 18%	98 14%	1 2%	22 12%	1 4%	156 13%	64 13%	73 13%	68 12%
Rank 8	(8)	189 13%	21 12%	1 6%	82 12%	10 17%	23 12%	2 9%	154 13%	54 11%	66 11%	75 13%
Rank 9	(9)	95 6%	17 10%	- -	46 7%	1 2%	18 10%	1 4%	71 6%	37 7%	45 8%	35 6%
Rank 10	(10)	55 4%	8 5%	- -	26 4%	3 4%	6 3%	1 6%	44 4%	22 4%	28 5%	25 4%
NETS												
Net: 1-3		360 24%	38 22%	4 30%	163 24%	19 31%	40 22%	5 22%	304 25%	107 21%	131 23%	142 24%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Reputation or prestige of the organisation.

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4-7	729	80	9	334	24	87	12	602	260	275	278
	49%	45%	57%	49%	39%	46%	55%	49%	52%	48%	48%
Net: 8-10	339	46	1	154	14	47	4	269	112	139	135
	23%	26%	6%	23%	23%	25%	18%	22%	22%	24%	23%
Mean score	5.40	5.64	4.48	5.45	5.06	5.59	5.14	5.33	5.49	5.52	5.38
Standard deviation	2.49	2.56	2.37	2.50	2.46	2.46	2.33	2.50	2.48	2.56	2.54
Standard error	.07	.20	.63	.10	.36	.19	.50	.07	.11	.11	.11

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Reputation or prestige of the organisation.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Rank 1	(1)	111	93	18	73	35	91	12	90	17	80	26	72	39	63	43
		7%	8%	6%	8%	6%	7%	10%	7%	15%	7%	9%	7%	9%	7%	9%
Rank 2	(2)	123	111	12	77	44	109	11	114	7	102	19	82	41	79	40
		8%	9%	4%	9%	8%	9%	9%	8%	6%	9%	6%	8%	9%	8%	8%
Rank 3	(3)	126	102	22	79	41	107	10	113	7	100	21	86	41	84	36
		8%	8%	8%	9%	7%	8%	8%	8%	6%	9%	7%	8%	9%	9%	8%
Rank 4	(4)	159	123	36	88	66	145	8	145	10	118	34	114	44	106	47
		11%	10%	13%	10%	11%	11%	6%	11%	9%	10%	11%	11%	10%	11%	10%
Rank 5	(5)	190	161	29	111	73	166	17	174	12	147	36	128	62	127	58
		13%	13%	10%	13%	13%	13%	13%	13%	11%	13%	12%	12%	14%	13%	12%
Rank 6	(6)	190	153	38	113	70	163	13	173	12	149	35	137	53	126	59
		13%	13%	13%	13%	12%	13%	10%	13%	10%	13%	12%	13%	12%	13%	12%
Rank 7	(7)	190	143	47	99	82	165	14	182	7	147	42	134	56	116	72
		13%	12%	16%	11%	14%	13%	11%	14%	6%	13%	14%	13%	12%	12%	15%
Rank 8	(8)	189	149	39	102	82	161	13	168	14	144	36	133	56	112	60
		13%	12%	14%	12%	14%	13%	10%	12%	12%	13%	12%	13%	12%	12%	12%
Rank 9	(9)	95	70	24	57	33	78	13	81	11	74	16	70	25	65	26
		6%	6%	8%	7%	6%	6%	10%	6%	10%	6%	5%	7%	6%	7%	5%
Rank 10	(10)	55	45	10	29	23	41	8	45	7	38	15	42	13	35	19
		4%	4%	3%	3%	4%	3%	6%	3%	6%	3%	5%	4%	3%	4%	4%
NETS																
Net: 1-3		360	306	52	228	120	307	33	317	31	282	66	239	121	226	120
		24%	25%	18%	26%	21%	24%	26%	24%	28%	25%	22%	23%	26%	24%	25%
			b		d											

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Reputation or prestige of the organisation.

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4-7	729	580	149	411	292	639	51	673	40	561	147	514	215	475	235
	49%	48%	52%	47%	50%	50%	40%	50%	36%	49%	49%	49%	47%	50%	49%
						f		h							
Net: 8-10	339	264	73	188	138	280	34	294	31	256	68	245	94	212	106
	23%	22%	26%	22%	24%	22%	27%	22%	28%	22%	23%	23%	21%	22%	22%
Mean score	5.40	5.31	5.75	5.27	5.56	5.36	5.53	5.40	5.29	5.38	5.47	5.48	5.22	5.40	5.37
			a		c										
Standard deviation	2.49	2.50	2.40	2.53	2.44	2.46	2.78	2.45	2.92	2.47	2.55	2.48	2.50	2.46	2.54
Standard error	.07	.07	.15	.09	.10	.07	.26	.07	.29	.07	.15	.08	.12	.08	.12

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Benefits (such as holiday allowance).

Base: All respondents

		GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
Total		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Unweighted Total		1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total		1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	36 2%	20 3%	16 2%	15 2%	21 3%	6 1%	17 4%	6 2%	6 2%	13 3%	13 2%	8 2%	- -	2 3%	1 1%
Rank 2	(2)	99 7%	62 8%	37 5%	44 6%	55 7%	29 6%	34 7%	18 7%	19 7%	18 5%	43 8%	20 6%	1 6%	4 7%	12 8%
Rank 3	(3)	128 9%	69 9%	59 8%	64 9%	64 8%	48 10%	39 8%	25 10%	17 6%	31 8%	37 7%	29 9%	2 11%	6 11%	21 14%
Rank 4	(4)	171 11%	85 11%	85 12%	87 12%	84 11%	68 14%	47 10%	29 12%	27 9%	33 9%	66 12%	40 12%	3 15%	10 17%	19 12%
Rank 5	(5)	182 12%	108 14%	74 10%	96 13%	86 11%	69 14%	49 11%	25 10%	39 13%	38 10%	72 13%	36 11%	4 21%	7 12%	24 15%
Rank 6	(6)	228 15%	117 15%	110 15%	113 15%	115 15%	78 16%	66 14%	45 18%	39 13%	52 14%	89 16%	61 18%	2 12%	7 12%	17 11%
Rank 7	(7)	209 14%	96 12%	113 16%	86 12%	123 16%	59 12%	70 15%	32 13%	48 16%	55 15%	73 13%	56 17%	4 24%	3 6%	14 9%
Rank 8	(8)	190 13%	89 12%	101 14%	96 13%	94 12%	65 13%	58 13%	29 12%	38 13%	47 13%	68 12%	41 12%	- -	12 21%	20 13%
Rank 9	(9)	91 6%	47 6%	44 6%	57 8%	34 5%	27 5%	36 8%	13 5%	15 5%	24 7%	31 6%	14 4%	2 11%	2 4%	18 11%
Rank 10	(10)	84 6%	42 5%	42 6%	42 6%	43 6%	20 4%	23 5%	18 7%	23 8%	29 8%	29 5%	16 5%	- -	1 2%	8 5%

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Benefits (such as holiday allowance).

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	263 18%	151 20%	112 15%	123 17%	140 18%	83 17%	90 20%	48 19%	42 14%	62 17%	93 17%	57 17%	3 17%	12 20%	34 22%
Net: 4-7	790 53%	407 53%	383 52%	382 52%	408 54%	273 55%	233 51%	131 52%	153 52%	178 48%	299 54%	193 58%	13 72%	28 46%	74 47%
Net: 8-10	366 24%	178 23%	188 26%	195 26%	171 22%	112 22%	117 26%	60 24%	76 26%	100 27%	127 23%	70 21%	2 11%	16 26%	46 29%
Mean score	5.80	5.66	5.95 a	5.86	5.74	5.69	5.79	5.76	6.04 e	6.02	5.74	5.75	5.48	5.42	5.75
Standard deviation	2.31	2.34	2.27	2.31	2.32	2.18	2.40	2.37	2.33	2.42	2.29	2.20	1.99	2.27	2.40
Standard error	.06	.09	.09	.09	.09	.10	.12	.15	.14	.13	.10	.13	.48	.30	.20

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Benefits (such as holiday allowance).

Base: All respondents

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total		1500	905	170	319	33	38	1146	50	69	137	70	1195	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	36 2%	16 2%	8 5%	9 3%	2 7%	- -	31 3%	1 2%	1 1%	2 1%	- -	30 2%	6 2%
				a	a									
Rank 2	(2)	99 7%	52 6%	8 5%	29 9%	5 16%	3 8%	81 7%	5 11%	2 3%	7 5%	2 3%	75 6%	23 8%
				a	ab									
Rank 3	(3)	128 9%	83 9%	15 9%	21 7%	2 6%	1 3%	100 9%	4 8%	2 3%	11 8%	9 12%	98 8%	30 10%
											h			
Rank 4	(4)	171 11%	100 11%	15 9%	41 13%	3 10%	4 10%	132 12%	3 5%	11 15%	12 9%	10 15%	128 11%	42 15%
Rank 5	(5)	182 12%	117 13%	22 13%	32 10%	6 17%	4 11%	142 12%	6 11%	8 12%	15 11%	8 11%	144 12%	37 13%
Rank 6	(6)	228 15%	157 17%	20 12%	38 12%	2 6%	7 17%	175 15%	7 13%	7 11%	28 20%	9 13%	186 16%	40 14%
				c										
Rank 7	(7)	209 14%	130 14%	25 15%	45 14%	2 6%	5 13%	149 13%	5 10%	12 17%	27 19%	10 14%	174 15%	33 11%
										f				
Rank 8	(8)	190 13%	115 13%	26 15%	37 12%	1 3%	7 19%	140 12%	10 21%	13 19%	13 10%	10 14%	154 13%	34 12%
						d			i					
Rank 9	(9)	91 6%	58 6%	9 6%	17 5%	2 5%	1 2%	69 6%	6 13%	3 5%	8 6%	4 5%	72 6%	17 6%
Rank 10	(10)	84 6%	38 4%	8 5%	29 9%	3 8%	4 10%	64 6%	2 4%	4 6%	7 5%	5 7%	73 6%	10 4%
				a										

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Benefits (such as holiday allowance).

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	263 18%	151 17%	31 18%	59 19%	10 30%	4 11%	213 19%	10 21%	5 7%	20 15%	10 15%	203 17%	59 20%
Net: 4-7	790 53%	504 56%	83 49%	156 49%	13 39%	20 52%	598 52%	20 40%	38 55%	81 59%	37 54%	631 53%	152 53%
Net: 8-10	366 24%	212 23%	43 26%	83 26%	5 16%	12 31%	274 24%	19 37%	21 30%	28 20%	18 26%	300 25%	61 21%
Mean score	5.80	5.81	5.79	5.82	4.85	6.25	5.73	6.05	6.29	5.96	5.98	5.87	5.49
Standard deviation	2.31	2.20	2.38	2.52	2.78	2.27	2.34	2.48	2.11	2.13	2.20	2.32	2.28
Standard error	.06	.07	.19	.15	.55	.39	.07	.37	.26	.18	.25	.07	.14

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Benefits (such as holiday allowance).

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	36 2%	4 2%	5 2%	2 2%	4 3%	3 2%	2 2%	2 3%	3 2%	3 2%	5 4%	3 3%	- -
Rank 2	(2)	99 7%	10 6%	14 7%	11 9%	12 9%	13 9%	6 5%	3 5%	8 5%	8 6%	8 7%	6 8%	- -
Rank 3	(3)	128 9%	14 8%	15 7%	12 9%	18 13%	12 9%	14 13%	5 7%	19 11%	7 5%	7 6%	5 6%	- -
Rank 4	(4)	171 11%	22 13%	27 13%	10 8%	25 18%	14 10%	12 10%	6 9%	14 8%	13 10%	19 15%	4 5%	6 20%
Rank 5	(5)	182 12%	22 12%	27 13%	16 12%	10 7%	14 10%	14 13%	8 12%	22 13%	20 15%	22 18%	4 5%	4 13%
Rank 6	(6)	228 15%	27 15%	33 16%	28 22%	18 13%	21 15%	21 19%	9 14%	31 18%	19 14%	11 9%	9 11%	2 7%
Rank 7	(7)	209 14%	21 12%	31 15%	15 12%	17 12%	27 19%	13 12%	12 19%	25 15%	16 12%	14 12%	12 16%	6 20%
Rank 8	(8)	190 13%	24 14%	27 13%	11 8%	14 10%	14 10%	13 12%	3 5%	19 11%	29 22%	12 10%	13 17%	10 34%
Rank 9	(9)	91 6%	12 7%	9 4%	6 5%	7 5%	7 5%	9 8%	6 10%	7 4%	8 6%	10 8%	7 10%	2 6%
Rank 10	(10)	84 6%	9 5%	9 4%	10 8%	5 3%	10 7%	3 3%	3 5%	9 5%	7 5%	9 7%	10 13%	- -

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Benefits (such as holiday allowance).

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	263 18%	28 16%	34 16%	25 20%	34 24%	28 20%	22 20%	10 16%	31 18%	18 13%	21 17%	14 18%	- -
Net: 4-7	790 53%	93 52%	118 56%	68 54%	71 51%	76 54%	60 54%	34 54%	90 54%	68 51%	66 53%	28 37%	18 60%
Net: 8-10	366 24%	45 26%	45 21%	27 21%	27 19%	32 22%	25 23%	13 20%	36 21%	44 34%	30 25%	30 39%	12 40%
Mean score	5.80	5.84 d	5.70	5.75	5.28	5.81	5.69	5.88	5.78	6.12 d	5.67	6.49 bdfh	6.53
Standard deviation	2.31	2.30	2.22	2.35	2.33	2.38	2.20	2.37	2.22	2.25	2.45	2.65	1.70
Standard error	.06	.16	.15	.22	.22	.20	.21	.33	.17	.20	.25	.35	.44

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Benefits (such as holiday allowance).

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		Total	a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	36 2%	8 4%	-	12 2%	3 4%	4 2%	1 4%	28 2%	16 3%	23 4%	18 3%
			c								g	
Rank 2	(2)	99 7%	14 8%	1 6%	39 6%	6 10%	14 7%	1 5%	77 6%	32 6%	37 6%	31 5%
Rank 3	(3)	128 9%	17 10%	2 11%	57 8%	4 6%	17 9%	2 10%	101 8%	49 10%	47 8%	59 10%
Rank 4	(4)	171 11%	13 7%	5 33%	73 11%	14 23%	16 9%	4 16%	141 11%	39 8%	58 10%	56 10%
					ace				h			
Rank 5	(5)	182 12%	22 12%	-	93 14%	5 8%	21 11%	1 4%	155 13%	52 10%	62 11%	62 11%
Rank 6	(6)	228 15%	18 10%	4 24%	109 16%	7 11%	29 16%	1 4%	190 15%	77 15%	76 13%	90 15%
Rank 7	(7)	209 14%	23 13%	-	94 14%	10 17%	20 11%	4 16%	172 14%	71 14%	66 12%	81 14%
Rank 8	(8)	190 13%	27 15%	2 14%	95 14%	-	15 8%	4 19%	155 13%	67 13%	70 12%	72 12%
			de		de		d					
Rank 9	(9)	91 6%	7 4%	-	42 6%	6 10%	18 10%	2 10%	77 6%	33 7%	51 9%	31 5%
						a					gj	
Rank 10	(10)	84 6%	17 9%	-	35 5%	3 4%	14 7%	2 7%	71 6%	40 8%	50 9%	45 8%
			c								g	

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Benefits (such as holiday allowance).

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS											
Net: 1-3	263	39	2	108	12	35	4	205	98	107	108
	18%	22%	17%	16%	20%	19%	19%	17%	19%	19%	19%
Net: 4-7	790	76	9	370	36	87	9	658	240	262	290
	53%	43%	57%	55%	59%	46%	39%	54%	48%	46%	50%
			ae	a				hi			
Net: 8-10	366	51	2	173	9	48	8	303	140	171	148
	24%	29%	14%	25%	14%	25%	36%	25%	28%	30%	25%
		d							g		
Mean score	5.80	5.83	4.93	5.88	5.27	5.90	6.07	5.84	5.94	5.96	5.87
Standard deviation	2.31	2.59	1.85	2.23	2.42	2.46	2.65	2.29	2.45	2.54	2.40
Standard error	.06	.20	.51	.09	.35	.19	.56	.07	.11	.11	.10

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Benefits (such as holiday allowance).

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	36	7	24	12	28	7	25	9	23	11	19	16	21	13
		2%	2%	3%	2%	2%	5%	2%	8%	2%	4%	2%	4%	2%	3%
							e		g				k		
Rank 2	(2)	99	39	52	40	73	16	77	16	65	29	57	42	59	30
		7%	14%	6%	7%	6%	12%	6%	14%	6%	10%	5%	9%	6%	6%
			a				e		g		i		k		
Rank 3	(3)	128	33	66	55	104	13	108	17	93	30	85	43	77	43
		9%	11%	8%	10%	8%	10%	8%	15%	8%	10%	8%	9%	8%	9%
									g						
Rank 4	(4)	171	26	98	65	141	19	159	8	129	35	130	41	114	53
		11%	9%	11%	11%	11%	15%	12%	7%	11%	12%	12%	9%	12%	11%
												l			
Rank 5	(5)	182	42	104	72	163	5	167	8	133	39	131	51	113	61
		12%	15%	12%	12%	13%	4%	12%	7%	12%	13%	13%	11%	12%	13%
							f								
Rank 6	(6)	228	41	133	92	202	21	211	14	182	41	165	63	144	82
		15%	14%	15%	16%	16%	16%	16%	13%	16%	14%	16%	14%	15%	17%
Rank 7	(7)	209	36	118	82	184	14	190	12	169	35	152	57	132	69
		14%	13%	14%	14%	14%	11%	14%	11%	15%	12%	15%	13%	14%	14%
Rank 8	(8)	190	26	114	68	168	9	174	10	148	36	135	55	120	64
		13%	9%	13%	12%	13%	7%	13%	9%	13%	12%	13%	12%	13%	13%
			b												
Rank 9	(9)	91	10	56	34	82	6	82	9	76	13	59	32	63	24
		6%	3%	6%	6%	6%	5%	6%	8%	7%	5%	6%	7%	7%	5%
			b												
Rank 10	(10)	84	19	57	26	71	8	79	3	69	14	58	27	60	21
		6%	7%	7%	5%	6%	7%	6%	3%	6%	5%	6%	6%	6%	4%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Benefits (such as holiday allowance).

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	263	182	79	142	107	205	35	210	42	181	69	162	101	156	86
	18%	15%	28%	16%	18%	16%	28%	16%	38%	16%	23%	16%	22%	16%	18%
			a			e		g		i		k			
Net: 4-7	790	644	145	452	311	689	60	727	43	614	151	578	212	503	266
	53%	53%	51%	52%	54%	54%	47%	54%	38%	53%	50%	55%	46%	53%	55%
								h				l			
Net: 8-10	366	310	55	227	128	321	24	335	22	292	64	251	114	243	110
	24%	26%	19%	26%	22%	25%	19%	25%	20%	25%	21%	24%	25%	25%	23%
		b													
Mean score	5.80	5.93	5.33	5.90	5.71	5.89	5.21	5.89	4.93	5.93	5.42	5.85	5.67	5.88	5.72
		b				f		h		j					
Standard deviation	2.31	2.26	2.44	2.34	2.26	2.27	2.58	2.26	2.65	2.28	2.39	2.23	2.49	2.32	2.25
Standard error	.06	.07	.15	.08	.10	.07	.24	.06	.26	.07	.14	.07	.12	.08	.10

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Training opportunities.

Base: All respondents

		GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
Total		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total		1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total		1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	100	55	45	53	47	24	33	21	23	33	35	17	1	2	12
		7%	7%	6%	7%	6%	5%	7%	8%	8%	9%	6%	5%	6%	3%	8%
Rank 2	(2)	131	62	69	67	64	30	46	17	38	35	42	28	3	5	14
		9%	8%	9%	9%	8%	6%	10%	7%	13%	9%	8%	9%	17%	9%	9%
								e		eg						
Rank 3	(3)	178	86	92	80	98	46	61	38	33	45	66	47	1	5	16
		12%	11%	13%	11%	13%	9%	13%	15%	11%	12%	12%	14%	6%	8%	10%
								e		e						
Rank 4	(4)	162	82	80	89	73	44	56	35	26	49	65	33	3	2	8
		11%	11%	11%	12%	10%	9%	12%	14%	9%	13%	12%	10%	17%	3%	5%
									e		mn	mn				
Rank 5	(5)	194	97	98	82	112	62	59	33	40	54	73	48	3	2	13
		13%	13%	13%	11%	15%	12%	13%	13%	14%	15%	13%	14%	18%	3%	8%
						c					mn	m	m			
Rank 6	(6)	189	95	94	90	99	69	65	28	28	35	69	43	2	10	28
		13%	12%	13%	12%	13%	14%	14%	11%	9%	9%	13%	13%	11%	16%	18%
															i	
Rank 7	(7)	207	102	105	103	104	89	46	38	33	46	66	51	3	11	29
		14%	13%	14%	14%	14%	18%	10%	15%	11%	13%	12%	15%	17%	19%	19%
							fh		f							j
Rank 8	(8)	147	81	66	78	69	64	37	18	28	31	54	35	1	13	13
		10%	11%	9%	11%	9%	13%	8%	7%	10%	8%	10%	10%	5%	22%	8%
							fg								ijkn	
Rank 9	(9)	69	39	30	36	33	23	18	10	18	16	29	11	1	4	7
		5%	5%	4%	5%	4%	5%	4%	4%	6%	4%	5%	3%	5%	7%	4%
Rank 10	(10)	56	39	16	28	28	19	21	5	11	14	24	8	-	3	8
		4%	5%	2%	4%	4%	4%	5%	2%	4%	4%	4%	2%	-	5%	5%
			b													

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Training opportunities.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	409 27%	203 26%	207 28%	201 27%	208 27%	100 20%	140 31%	75 30%	94 32%	112 31%	143 26%	92 28%	5 28%	12 19%	42 27%
							e	e	e						
Net: 4-7	752 50%	375 49%	376 52%	365 49%	387 51%	264 53%	226 49%	135 54%	127 43%	184 50%	273 49%	175 52%	11 62%	24 40%	78 50%
						h		h							
Net: 8-10	272 18%	160 21%	112 15%	141 19%	131 17%	106 21%	76 17%	32 13%	58 20%	61 16%	106 19%	53 16%	2 10%	20 34%	28 18%
		b				g			g					ijkl	
Mean score	5.20	5.32	5.07	5.21	5.19	5.65	5.00	4.89	5.04	4.94	5.26	5.16	4.77	6.24	5.42
						fgh								ijkl	i
Standard deviation	2.43	2.51	2.34	2.47	2.39	2.32	2.44	2.30	2.58	2.46	2.44	2.29	2.25	2.43	2.52
Standard error	.06	.09	.09	.09	.09	.11	.12	.15	.16	.13	.11	.13	.55	.32	.21

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Training opportunities.

Base: All respondents

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total		1500	905	170	319	33	38	1146	50	69	137	70	1195	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	100	55	16	22	2	1	76	3	6	10	5	83	16
		7%	6%	9%	7%	6%	3%	7%	6%	8%	8%	7%	7%	6%
Rank 2	(2)	131	73	21	19	5	6	99	4	6	14	5	103	24
		9%	8%	12%	6%	16%	16%	9%	8%	9%	10%	7%	9%	8%
				c		c								
Rank 3	(3)	178	111	21	33	4	8	132	9	11	15	6	133	41
		12%	12%	12%	10%	12%	20%	12%	18%	16%	11%	8%	11%	14%
Rank 4	(4)	162	90	24	42	1	-	125	-	9	19	7	131	31
		11%	10%	14%	13%	4%	-	11%	-	13%	14%	10%	11%	11%
			e	e	e			g		g	g	g		
Rank 5	(5)	194	125	12	46	4	5	161	8	3	12	8	158	35
		13%	14%	7%	14%	11%	13%	14%	16%	4%	9%	11%	13%	12%
			b		b			h	h					
Rank 6	(6)	189	122	16	42	2	3	138	11	11	16	10	143	42
		13%	14%	9%	13%	7%	8%	12%	22%	16%	12%	14%	12%	14%
Rank 7	(7)	207	132	21	36	5	7	168	4	10	13	10	172	34
		14%	15%	12%	11%	14%	17%	15%	8%	15%	9%	14%	14%	12%
Rank 8	(8)	147	96	15	28	2	2	113	5	7	13	6	118	29
		10%	11%	9%	9%	6%	5%	10%	10%	10%	10%	9%	10%	10%
Rank 9	(9)	69	38	12	16	1	2	47	1	1	12	4	57	12
		5%	4%	7%	5%	3%	5%	4%	2%	1%	8%	5%	5%	4%
										fh				
Rank 10	(10)	56	28	5	15	5	4	40	3	2	5	5	44	12
		4%	3%	3%	5%	15%	10%	3%	6%	3%	4%	7%	4%	4%
					abc	a								

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Training opportunities.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	409	239	58	74	11	15	307	16	23	39	16	319	81
	27%	26%	34%	23%	34%	39%	27%	32%	33%	28%	23%	27%	28%
			ac			c							
Net: 4-7	752	471	73	166	12	15	592	23	33	60	34	604	141
	50%	52%	43%	52%	36%	39%	52%	46%	48%	44%	49%	51%	49%
		b		b									
Net: 8-10	272	161	32	59	8	8	200	9	9	30	15	220	53
	18%	18%	19%	18%	24%	20%	17%	18%	14%	22%	21%	18%	18%
Mean score	5.20	5.24	4.89	5.28	5.44	5.26	5.19	5.20	4.87	5.17	5.53	5.22	5.20
Standard deviation	2.43	2.36	2.61	2.42	3.00	2.74	2.39	2.45	2.40	2.60	2.58	2.44	2.40
Standard error	.06	.08	.20	.14	.56	.47	.07	.37	.30	.22	.30	.07	.14

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Training opportunities.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	100 7%	11 6%	10 5%	10 8%	11 8%	9 6%	4 4%	5 8%	10 6%	4 3%	13 11% bfi	7 10%	6 20%
Rank 2	(2)	131 9%	9 5%	21 10%	11 8%	13 9%	17 12% a	8 8%	7 11%	12 7%	9 7%	15 12% a	7 10%	2 7%
Rank 3	(3)	178 12%	19 11%	29 14%	15 12%	15 11%	12 9%	15 14%	9 15%	21 12%	16 12%	17 13%	6 8%	4 13%
Rank 4	(4)	162 11%	22 12%	19 9%	11 9%	12 9%	16 12%	12 11%	11 17%	25 15%	14 11%	11 9%	6 8%	2 7%
Rank 5	(5)	194 13%	19 10%	26 12%	21 17%	14 10%	26 18% aj	15 13%	8 13%	25 15%	20 15%	10 8%	11 14%	- -
Rank 6	(6)	189 13%	19 11%	29 14%	18 15%	24 17% h	14 10%	16 14%	6 9%	16 9%	15 11%	16 13%	6 8%	10 33%
Rank 7	(7)	207 14%	23 13%	33 16%	14 11%	11 8%	18 13%	14 12%	6 9%	24 14%	27 20% cd	18 14%	15 20% d	4 13%
Rank 8	(8)	147 10%	25 14% gj	21 10%	15 12%	18 13% gi	11 8%	12 10%	2 3%	14 9%	13 10%	6 5%	8 10%	2 7%
Rank 9	(9)	69 5%	10 5%	4 2%	3 2%	10 7% b	9 6% b	6 6%	2 4%	9 5%	7 5%	6 5%	4 5%	- -
Rank 10	(10)	56 4%	9 5%	8 4%	3 3%	5 3%	4 3%	4 4%	4 7%	4 2%	5 4%	5 4%	4 5%	- -

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Training opportunities.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	409 27%	40 22%	60 29%	36 29%	38 27%	38 27%	28 25%	22 34%	42 25%	30 22%	44 36%	21 27%	12 40%
Net: 4-7	752 50%	83 46%	107 51%	65 51%	61 45%	75 53%	56 50%	30 48%	90 53%	75 57%	54 44%	38 50%	16 53%
Net: 8-10	272 18%	44 25%	33 16%	21 17%	33 24%	24 17%	22 20%	9 14%	27 16%	25 19%	17 14%	15 19%	2 7%
Mean score	5.20	5.56	5.18	5.03	5.32	5.11	5.38	4.71	5.13	5.54	4.80	5.30	4.47
Standard deviation	2.43	2.50	2.35	2.35	2.54	2.40	2.36	2.53	2.30	2.28	2.60	2.59	2.40
Standard error	.06	.17	.16	.22	.24	.20	.23	.34	.17	.20	.27	.33	.62

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Training opportunities.

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	100	12	2	36	6	24	1	87	42	60	46
		7%	7%	14%	5%	10%	13%	4%	7%	8%	11%	8%
					c					g		
Rank 2	(2)	131	20	-	52	10	22	5	96	52	63	49
		9%	11%	-	8%	16%	12%	23%	8%	10%	11%	8%
					c					g		
Rank 3	(3)	178	22	1	75	6	20	4	143	66	73	73
		12%	12%	6%	11%	9%	11%	17%	12%	13%	13%	13%
Rank 4	(4)	162	22	2	76	3	21	2	134	60	67	57
		11%	12%	11%	11%	5%	11%	9%	11%	12%	12%	10%
Rank 5	(5)	194	24	3	88	6	24	3	155	69	72	83
		13%	13%	17%	13%	10%	13%	14%	13%	14%	13%	14%
Rank 6	(6)	189	15	1	93	9	21	1	157	49	56	61
		13%	9%	5%	14%	14%	11%	5%	13%	10%	10%	11%
Rank 7	(7)	207	21	2	94	8	19	3	173	64	70	84
		14%	12%	11%	14%	13%	10%	16%	14%	13%	12%	14%
Rank 8	(8)	147	14	3	76	5	10	2	124	41	38	48
		10%	8%	20%	11%	8%	6%	8%	10%	8%	7%	8%
					e				i			
Rank 9	(9)	69	13	-	34	4	6	-	60	20	24	26
		5%	7%	-	5%	6%	3%	-	5%	4%	4%	5%
Rank 10	(10)	56	6	1	27	1	8	-	42	20	25	27
		4%	3%	8%	4%	2%	5%	-	3%	4%	4%	5%
NETS												
Net: 1-3		409	54	3	164	21	67	10	327	161	196	168
		27%	31%	20%	24%	35%	36%	44%	27%	32%	34%	29%
					c				g	gj		

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Training opportunities.

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4-7	752	82	7	351	26	85	10	619	242	266	286
	50%	46%	44%	52%	42%	45%	43%	50%	48%	47%	49%
Net: 8-10	272	32	4	138	10	25	2	226	81	87	102
	18%	18%	28%	20%	16%	13%	8%	18%	16%	15%	18%
Mean score	5.20	5.03	5.51	5.39	4.86	4.60	4.29	5.23	4.92	4.80	5.15
			e	e				hi			i
Standard deviation	2.43	2.52	2.78	2.39	2.60	2.57	2.19	2.42	2.48	2.55	2.49
Standard error	.06	.20	.74	.09	.38	.19	.47	.07	.11	.11	.11

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Training opportunities.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Rank 1	(1)	100	87	13	61	36	90	7	93	5	84	14	67	33	76	21
		7%	7%	4%	7%	6%	7%	6%	7%	5%	7%	5%	6%	7%	8%	4%
Rank 2	(2)	131	113	17	78	50	110	12	118	11	103	22	88	43	80	43
		9%	9%	6%	9%	9%	9%	9%	9%	10%	9%	7%	8%	9%	8%	9%
Rank 3	(3)	178	143	35	107	65	162	11	166	9	144	29	131	47	113	60
		12%	12%	12%	12%	11%	13%	9%	12%	8%	13%	10%	13%	10%	12%	12%
Rank 4	(4)	162	136	26	94	60	134	15	144	10	132	23	102	60	102	52
		11%	11%	9%	11%	10%	10%	12%	11%	9%	11%	8%	10%	13%	11%	11%
Rank 5	(5)	194	156	37	106	84	169	17	178	12	140	47	138	56	120	66
		13%	13%	13%	12%	14%	13%	14%	13%	11%	12%	16%	13%	12%	13%	14%
Rank 6	(6)	189	154	33	98	80	166	12	173	13	144	41	137	52	114	66
		13%	13%	12%	11%	14%	13%	10%	13%	12%	13%	14%	13%	11%	12%	14%
Rank 7	(7)	207	161	46	125	79	178	14	183	17	152	46	148	59	135	65
		14%	13%	16%	14%	14%	14%	11%	14%	15%	13%	15%	14%	13%	14%	13%
Rank 8	(8)	147	113	34	86	55	128	11	132	11	114	30	110	37	98	45
		10%	9%	12%	10%	9%	10%	9%	10%	10%	10%	10%	10%	8%	10%	9%
Rank 9	(9)	69	48	21	35	32	57	7	61	6	51	15	45	24	44	23
		5%	4%	7%	4%	5%	4%	6%	5%	6%	4%	5%	4%	5%	5%	5%
Rank 10	(10)	56	41	15	34	20	38	13	41	10	36	16	34	22	35	18
		4%	3%	5%	4%	3%	3%	10%	3%	9%	3%	5%	3%	5%	4%	4%
				a		e		g		i						
NETS																
Net: 1-3	409	343	65	245	151	362	30	377	25	332	65	286	123	270	124	
	27%	28%	23%	28%	26%	28%	24%	28%	22%	29%	22%	27%	27%	28%	26%	
										j						

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Training opportunities.

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4-7	752	607	142	423	302	647	58	678	51	567	158	525	227	471	249
	50%	50%	49%	49%	52%	50%	46%	50%	46%	49%	53%	50%	50%	49%	51%
Net: 8-10	272	202	70	155	107	222	31	234	27	201	61	188	84	176	87
	18%	17%	25%	18%	18%	17%	24%	17%	24%	17%	20%	18%	18%	18%	18%
Mean score	5.20	5.09	5.69	5.16	5.26	5.14	5.56	5.14	5.70	5.09	5.57	5.21	5.18	5.16	5.29
Standard deviation	2.43	2.41	2.43	2.45	2.40	2.40	2.68	2.40	2.60	2.43	2.38	2.39	2.50	2.47	2.35
Standard error	.06	.07	.15	.09	.10	.07	.25	.07	.26	.07	.14	.08	.12	.08	.11

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Work/life balance.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Rank 1	(1)	320	156	163	152	168	129	86	55	50	74	116	71	7	13	36
		21%	20%	22%	20%	22%	26%	19%	22%	17%	20%	21%	21%	38%	22%	23%
						fh										
Rank 2	(2)	244	132	111	127	116	85	70	40	50	53	96	60	-	13	22
		16%	17%	15%	17%	15%	17%	15%	16%	17%	14%	17%	18%	-	22%	14%
Rank 3	(3)	210	105	106	104	106	73	61	37	40	54	80	45	2	9	18
		14%	14%	14%	14%	14%	15%	13%	15%	14%	15%	15%	14%	12%	15%	11%
Rank 4	(4)	153	79	74	81	71	51	56	19	27	36	55	33	1	4	25
		10%	10%	10%	11%	9%	10%	12%	8%	9%	10%	10%	10%	5%	7%	16%
															ij	
Rank 5	(5)	143	72	71	74	69	56	40	28	19	27	60	35	1	7	12
		10%	9%	10%	10%	9%	11%	9%	11%	6%	7%	11%	10%	4%	11%	8%
							h									
Rank 6	(6)	131	69	62	56	75	32	47	25	27	34	41	37	-	5	13
		9%	9%	9%	8%	10%	6%	10%	10%	9%	9%	8%	11%	-	8%	8%
							e									
Rank 7	(7)	93	48	45	51	43	29	37	7	21	21	37	17	2	4	13
		6%	6%	6%	7%	6%	6%	8%	3%	7%	6%	7%	5%	12%	6%	8%
								g		g						
Rank 8	(8)	78	39	39	34	43	11	32	16	18	25	22	12	4	3	10
		5%	5%	5%	5%	6%	2%	7%	6%	6%	7%	4%	4%	23%	5%	6%
							e	e	e	e						
Rank 9	(9)	48	27	21	22	25	6	13	10	19	21	13	10	-	-	2
		3%	4%	3%	3%	3%	1%	3%	4%	7%	6%	2%	3%	-	-	2%
								e	ef	jn						
Rank 10	(10)	31	19	12	13	18	8	9	8	6	11	14	4	1	-	1
		2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	1%	6%	-	*

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Work/life balance.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	774	393	381	383	390	288	216	131	139	180	292	176	9	35	76
	52%	51%	52%	52%	51%	58%	47%	52%	47%	49%	53%	53%	50%	59%	48%
						fh									
Net: 4-7	520	268	253	263	258	168	180	79	94	118	193	121	4	20	62
	35%	35%	35%	36%	34%	34%	39%	31%	32%	32%	35%	36%	21%	33%	40%
						gh									
Net: 8-10	157	85	72	70	87	24	54	34	44	57	49	27	5	3	13
	10%	11%	10%	9%	11%	5%	12%	14%	15%	15%	9%	8%	29%	5%	8%
						e	e	e	e	jkmn					
Mean score	3.84	3.90	3.78	3.80	3.88	3.36	4.08	3.92	4.21	4.14	3.76	3.71	4.42	3.38	3.75
						e	e	e	e	jkm					
Standard deviation	2.51	2.54	2.47	2.45	2.56	2.25	2.51	2.62	2.69	2.71	2.45	2.38	3.31	2.16	2.37
Standard error	.07	.09	.09	.09	.10	.10	.12	.17	.16	.14	.10	.14	.80	.28	.20

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Work/life balance.

Base: All respondents

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total		1500	905	170	319	33	38	1146	50	69	137	70	1195	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	320 21%	212 23%	29 17%	60 19%	9 28%	4 12%	249 22%	7 13%	17 25%	25 19%	14 20%	254 21%	65 22%
Rank 2	(2)	244 16%	162 18%	21 12%	48 15%	3 8%	7 18%	187 16%	6 12%	17 25%	17 13%	11 16%	201 17%	40 14%
Rank 3	(3)	210 14%	117 13%	19 11%	56 18%	5 16%	7 18%	159 14%	7 13%	8 11%	26 19%	9 13%	171 14%	38 13%
Rank 4	(4)	153 10%	101 11%	20 12%	25 8%	1 2%	2 5%	116 10%	5 10%	8 12%	12 9%	9 14%	115 10%	37 13%
Rank 5	(5)	143 10%	91 10%	20 12%	22 7%	1 4%	2 5%	105 9%	5 11%	8 12%	17 12%	5 7%	117 10%	26 9%
Rank 6	(6)	131 9%	72 8%	19 11%	33 10%	2 6%	2 5%	106 9%	2 4%	4 6%	8 6%	7 10%	101 8%	28 10%
Rank 7	(7)	93 6%	48 5%	15 9%	25 8%	2 6%	1 3%	70 6%	8 15%	- -	10 7%	3 5%	77 6%	15 5%
Rank 8	(8)	78 5%	43 5%	6 3%	17 5%	6 17%	3 8%	60 5%	2 4%	1 1%	11 8%	4 6%	60 5%	15 5%
Rank 9	(9)	48 3%	16 2%	9 5%	15 5%	2 6%	4 11%	36 3%	5 10%	4 5%	2 2%	1 1%	38 3%	9 3%
Rank 10	(10)	31 2%	18 2%	5 3%	6 2%	- -	1 3%	24 2%	- -	1 2%	4 3%	2 3%	26 2%	5 2%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Work/life balance.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/Pupil	Left This Summer	Employed/Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/Asian British	Black/Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	774	491	69	164	17	18	595	19	42	69	34	626	142
	52%	54%	40%	52%	52%	48%	52%	39%	61%	50%	49%	52%	49%
		b		b				g					
Net: 4-7	520	313	74	105	6	7	398	20	20	47	24	410	106
	35%	35%	44%	33%	19%	19%	35%	40%	30%	34%	35%	34%	37%
			acde										
Net: 8-10	157	78	20	38	8	8	120	7	6	17	7	124	28
	10%	9%	12%	12%	24%	22%	10%	13%	8%	12%	10%	10%	10%
				a	a								
Mean score	3.84	3.62	4.33	4.03	4.21	4.46	3.83	4.54	3.31	4.04	3.78	3.83	3.82
			a	a				h		h			
Standard deviation	2.51	2.41	2.57	2.57	2.99	2.92	2.51	2.63	2.36	2.53	2.46	2.51	2.47
Standard error	.07	.08	.20	.15	.56	.52	.08	.40	.28	.21	.29	.07	.15

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Work/life balance.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	320 21%	37 21%	42 20%	26 21%	24 17%	35 25%	26 23%	10 15%	33 19%	35 26%	34 27%	15 20%	4 14%
Rank 2	(2)	244 16%	29 16%	34 16%	26 21%	18 13%	17 12%	19 17%	13 20%	28 16%	23 17%	18 15%	15 19%	4 13%
Rank 3	(3)	210 14%	25 14%	28 14%	19 15%	19 14%	18 13%	17 15%	7 10%	25 15%	20 15%	20 16%	7 9%	6 19%
Rank 4	(4)	153 10%	19 11%	30 14%	16 12%	11 8%	14 10%	10 9%	8 13%	12 7%	11 8%	11 9%	7 10%	4 13%
Rank 5	(5)	143 10%	18 10%	18 9%	9 7%	24 17%	15 10%	7 6%	10 16%	18 10%	10 7%	5 4%	7 9%	2 7%
Rank 6	(6)	131 9%	14 8%	23 11%	8 7%	12 9%	16 11%	8 7%	6 9%	18 10%	12 9%	7 6%	8 10%	- -
Rank 7	(7)	93 6%	9 5%	16 8%	9 7%	11 8%	9 6%	9 8%	2 4%	14 8%	5 4%	4 3%	5 7%	- -
Rank 8	(8)	78 5%	12 7%	7 3%	7 5%	5 3%	9 6%	8 7%	2 4%	5 3%	8 6%	11 9%	1 1%	2 7%
Rank 9	(9)	48 3%	5 3%	2 1%	3 2%	4 3%	4 3%	3 3%	1 2%	6 4%	3 2%	11 9%	3 3%	4 14%
Rank 10	(10)	31 2%	4 2%	3 1%	1 1%	5 3%	2 1%	- -	1 2%	4 3%	3 2%	2 2%	4 5%	2 7%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Work/life balance.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	774	91	105	71	61	70	62	29	86	77	71	37	14
	52%	51%	50%	56%	44%	50%	55%	46%	51%	59%	58%	48%	46%
										d			
Net: 4-7	520	60	88	42	58	53	35	26	61	38	26	27	6
	35%	34%	42%	33%	42%	37%	31%	41%	36%	29%	21%	36%	20%
		j	fij	j	ij	j		j	j			j	
Net: 8-10	157	21	12	11	13	14	11	5	15	14	25	7	8
	10%	12%	6%	9%	10%	10%	10%	7%	9%	11%	20%	9%	27%
		b									abcdefgh		
Mean score	3.84	3.86	3.73	3.61	4.15	3.87	3.68	3.81	3.95	3.59	3.91	3.93	4.58
Standard deviation	2.51	2.52	2.27	2.35	2.49	2.51	2.46	2.28	2.53	2.53	2.87	2.65	3.08
Standard error	.07	.17	.15	.22	.24	.21	.24	.31	.19	.22	.28	.35	.82

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Work/life balance.

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		Total	a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	320 21%	27 15%	1 6%	155 23%	18 29%	39 21%	3 12%	268 22%	91 18%	105 18%	115 20%
					a	a						
Rank 2	(2)	244 16%	26 15%	5 31%	115 17%	9 14%	16 9%	2 9%	217 18%	75 15%	85 15%	85 15%
					e							
Rank 3	(3)	210 14%	24 13%	1 6%	99 15%	8 14%	27 14%	2 9%	170 14%	75 15%	88 15%	90 16%
Rank 4	(4)	153 10%	15 9%	1 5%	72 11%	5 7%	24 13%	2 8%	133 11%	45 9%	58 10%	53 9%
Rank 5	(5)	143 10%	17 10%	3 22%	67 10%	4 6%	16 8%	2 7%	119 10%	47 9%	47 8%	53 9%
Rank 6	(6)	131 9%	17 10%	- -	49 7%	2 4%	19 10%	4 16%	107 9%	42 8%	58 10%	49 8%
Rank 7	(7)	93 6%	11 6%	2 12%	48 7%	3 4%	11 6%	- -	69 6%	32 6%	27 5%	40 7%
Rank 8	(8)	78 5%	10 5%	1 6%	29 4%	6 10%	14 7%	5 22%	61 5%	37 7%	35 6%	33 6%
										g		
Rank 9	(9)	48 3%	10 6%	1 6%	16 2%	5 8%	4 2%	3 11%	31 2%	22 4%	27 5%	24 4%
			c			ce				g	g	
Rank 10	(10)	31 2%	9 5%	- -	10 1%	3 5%	5 3%	- -	18 1%	14 3%	18 3%	17 3%
			c			c					g	g

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Work/life balance.

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS											
Net: 1-3	774 52%	77 44%	6 43%	369 54% ae	35 56%	83 44%	7 30%	655 53% h	241 48%	278 49%	291 50%
Net: 4-7	520 35%	60 34%	6 38%	237 35% d	13 21%	71 38% d	7 31%	428 35%	166 33%	190 33%	195 33%
Net: 8-10	157 10%	29 16% c	2 11%	55 8%	14 23% c	23 12%	8 34%	110 9%	73 15% g	81 14% g	74 13% g
Mean score	3.84	4.43 c	4.24	3.66	4.07	4.09 c	5.28	3.70	4.16 g	4.10 g	4.03 g
Standard deviation	2.51	2.77	2.49	2.40	3.06	2.55	2.82	2.41	2.64	2.63	2.62
Standard error	.07	.22	.67	.09	.42	.19	.60	.07	.12	.11	.11

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Work/life balance.

Base: All respondents

		THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total		1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total		1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	320	260	59	165	142	277	17	293	17	254	54	242	78	214	99
		21%	22%	21%	19%	25%	22%	14%	22%	15%	22%	18%	23%	17%	22%	20%
						c	f					l				
Rank 2	(2)	244	198	46	129	104	212	15	221	13	193	42	180	64	160	75
		16%	16%	16%	15%	18%	17%	12%	16%	12%	17%	14%	17%	14%	17%	15%
Rank 3	(3)	210	168	40	130	74	176	22	185	16	152	50	145	65	129	70
		14%	14%	14%	15%	13%	14%	18%	14%	15%	13%	17%	14%	14%	14%	14%
Rank 4	(4)	153	123	29	81	64	131	11	140	12	120	30	107	46	93	53
		10%	10%	10%	9%	11%	10%	9%	10%	10%	10%	10%	10%	10%	10%	11%
Rank 5	(5)	143	121	22	80	58	124	15	133	8	110	29	99	44	92	45
		10%	10%	8%	9%	10%	10%	12%	10%	7%	10%	10%	9%	10%	10%	9%
Rank 6	(6)	131	103	27	79	48	109	15	117	9	100	23	80	51	77	46
		9%	9%	10%	9%	8%	9%	12%	9%	8%	9%	8%	8%	11%	8%	9%
													k			
Rank 7	(7)	93	77	16	60	30	86	7	83	8	70	23	66	27	60	29
		6%	6%	6%	7%	5%	7%	5%	6%	7%	6%	8%	6%	6%	6%	6%
Rank 8	(8)	78	62	15	55	20	67	4	67	7	57	18	53	24	53	22
		5%	5%	5%	6%	3%	5%	3%	5%	7%	5%	6%	5%	5%	6%	4%
					d											
Rank 9	(9)	48	33	15	34	13	40	8	38	10	33	14	27	21	27	20
		3%	3%	5%	4%	2%	3%	7%	3%	9%	3%	5%	3%	5%	3%	4%
				a				e		g						
Rank 10	(10)	31	23	8	24	5	24	6	26	4	22	7	18	13	21	9
		2%	2%	3%	3%	1%	2%	4%	2%	3%	2%	2%	2%	3%	2%	2%
					d											

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Work/life balance.

Base: All respondents

Significance Level: 95%

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	774	626	145	424	321	665	55	699	46	599	147	566	207	504	244
	52%	52%	51%	49%	55%	52%	43%	52%	42%	52%	49%	54%	45%	53%	50%
					c				h				l		
Net: 4-7	520	425	95	300	201	449	48	474	37	400	105	352	168	321	174
	35%	35%	33%	35%	35%	35%	38%	35%	33%	35%	35%	34%	37%	34%	36%
Net: 8-10	157	118	38	114	38	131	18	131	21	112	39	99	58	101	51
	10%	10%	13%	13%	7%	10%	14%	10%	19%	10%	13%	9%	13%	11%	10%
				d					g						
Mean score	3.84	3.80	3.99	4.09	3.48	3.82	4.43	3.79	4.57	3.77	4.10	3.69	4.18	3.79	3.89
				d			e		g		i		k		
Standard deviation	2.51	2.47	2.64	2.61	2.31	2.49	2.62	2.47	2.79	2.48	2.58	2.46	2.58	2.52	2.50
Standard error	.07	.07	.16	.09	.10	.07	.24	.07	.28	.07	.15	.08	.12	.08	.12

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who work at the organisation.

Base: All respondents

		GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
Total		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total		1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total		1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	24 2%	10 1%	14 2%	10 1%	14 2%	3 1%	9 2%	6 2%	6 2%	6 2%	14 2%	1 *	- -	- -	3 2%
Rank 2	(2)	33 2%	22 3%	10 1%	16 2%	17 2%	10 2%	12 3%	8 3%	2 1%	8 2%	17 3%	4 1%	1 6%	- -	3 2%
Rank 3	(3)	40 3%	26 3%	14 2%	18 2%	21 3%	10 2%	11 2%	6 2%	13 4%	17 5%	14 2%	3 1%	- -	2 3%	3 2%
Rank 4	(4)	44 3%	29 4%	15 2%	23 3%	21 3%	6 1%	15 3%	8 3%	15 5%	15 4%	11 2%	5 2%	2 11%	1 2%	9 6%
Rank 5	(5)	49 3%	29 4%	21 3%	22 3%	27 4%	10 2%	15 3%	8 3%	16 5%	10 3%	20 4%	14 4%	- -	- -	4 3%
Rank 6	(6)	85 6%	57 7%	28 4%	47 6%	38 5%	24 5%	27 6%	13 5%	22 7%	26 7%	26 5%	17 5%	4 22%	2 3%	10 6%
Rank 7	(7)	97 6%	66 9%	32 4%	47 6%	50 7%	27 5%	38 8%	13 5%	20 7%	23 6%	33 6%	24 7%	- -	3 6%	13 8%
Rank 8	(8)	142 9%	77 10%	65 9%	73 10%	69 9%	39 8%	41 9%	31 12%	31 11%	44 12%	51 9%	25 7%	- -	5 9%	16 10%
Rank 9	(9)	391 26%	196 25%	196 27%	179 24%	212 28%	138 28%	103 22%	72 29%	78 27%	87 24%	141 26%	100 30%	3 17%	15 25%	42 27%
Rank 10	(10)	498 33%	218 28%	280 38%	261 35%	237 31%	197 40%	164 36%	72 29%	65 22%	107 29%	191 35%	118 35%	8 45%	26 44%	45 29%

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who work at the organisation.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	96 6%	58 8%	38 5%	44 6%	52 7%	23 5%	33 7%	20 8%	20 7%	31 8%	44 8%	8 2%	1 6%	2 3%	9 6%
Net: 4-7	276 18%	181 23%	95 13%	139 19%	136 18%	67 13%	95 21%	42 17%	72 25%	74 20%	89 16%	60 18%	6 32%	7 11%	36 23%
Net: 8-10	1031 69%	491 64%	540 74%	513 69%	519 68%	375 75%	308 67%	175 70%	174 60%	238 65%	383 69%	243 73%	11 62%	46 77%	103 66%
Mean score	8.17	7.88	8.48	8.21	8.13	8.58	8.09	8.01	7.71	7.89	8.13	8.54	7.89	8.82	7.96
Standard deviation	2.27	2.35	2.15	2.25	2.30	2.00	2.37	2.39	2.35	2.40	2.42	1.85	2.63	1.75	2.33
Standard error	.06	.09	.08	.08	.09	.09	.11	.16	.14	.13	.10	.11	.64	.23	.20

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who work at the organisation.

Base: All respondents

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total		1500	905	170	319	33	38	1146	50	69	137	70	1195	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	24 2%	8 1%	5 3%	9 3%	- -	1 3%	17 1%	- -	1 1%	3 2%	- -	18 1%	6 2%
				a										
Rank 2	(2)	33 2%	19 2%	4 2%	8 3%	1 3%	1 2%	22 2%	2 4%	1 1%	2 1%	5 7%	26 2%	5 2%
				fi										
Rank 3	(3)	40 3%	18 2%	6 4%	12 4%	- -	3 8%	32 3%	2 4%	1 1%	3 2%	1 1%	32 3%	7 2%
				a										
Rank 4	(4)	44 3%	20 2%	9 5%	8 2%	3 10%	3 8%	32 3%	4 8%	- -	5 3%	3 4%	36 3%	8 3%
				a	ac	a			fh					
Rank 5	(5)	49 3%	28 3%	3 2%	16 5%	- -	1 3%	38 3%	1 2%	3 5%	6 4%	1 2%	37 3%	13 4%
Rank 6	(6)	85 6%	48 5%	9 5%	17 5%	2 5%	5 14%	67 6%	4 8%	2 3%	8 6%	1 1%	72 6%	12 4%
						ac								
Rank 7	(7)	97 6%	54 6%	10 6%	25 8%	3 9%	1 3%	78 7%	6 11%	5 8%	7 5%	2 3%	75 6%	22 7%
Rank 8	(8)	142 9%	80 9%	17 10%	37 12%	5 13%	2 5%	109 9%	1 2%	4 7%	19 14%	6 9%	118 10%	23 8%
										g				
Rank 9	(9)	391 26%	248 27%	43 25%	72 23%	11 34%	10 26%	295 26%	11 21%	23 33%	38 27%	17 25%	309 26%	78 27%
Rank 10	(10)	498 33%	333 37%	53 31%	90 28%	3 9%	7 19%	387 34%	19 37%	21 31%	37 27%	29 42%	398 33%	96 33%
			cde	d	d						i			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who work at the organisation.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	96 6%	45 5%	15 9%	30 9%	1 3%	5 13%	71 6%	4 8%	2 4%	8 5%	6 8%	76 6%	18 6%
			a	a									
Net: 4-7	276 18%	149 16%	31 18%	66 21%	8 25%	11 28%	216 19%	14 29%	11 15%	25 18%	7 10%	220 18%	54 19%
			j	j									
Net: 8-10	1031 69%	661 73%	113 66%	199 62%	19 57%	19 50%	790 69%	31 61%	48 70%	94 68%	53 76%	826 69%	197 68%
		cde											
Mean score	8.17	8.40	7.95	7.78	7.67	7.10	8.19	7.87	8.51	8.06	8.39	8.17	8.18
		bce											
Standard deviation	2.27	2.11	2.50	2.51	2.14	2.75	2.25	2.50	1.93	2.25	2.42	2.26	2.29
Standard error	.06	.07	.19	.15	.42	.49	.07	.37	.24	.19	.28	.07	.14

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who work at the organisation.

Base: All respondents

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	24 2%	3 2%	4 2%	- -	4 3%	- -	1 1%	2 3%	3 2%	1 1%	4 3%	2 3%	- -
Rank 2	(2)	33 2%	8 4%	1 *	1 1%	2 2%	2 1%	9 8%	2 4%	3 2%	1 1%	2 2%	1 2%	- -
Rank 3	(3)	40 3%	6 3%	4 2%	5 4%	4 3%	3 2%	3 3%	1 2%	5 3%	2 2%	1 1%	4 5%	2 7%
Rank 4	(4)	44 3%	6 3%	2 1%	2 2%	4 3%	4 3%	3 3%	3 5%	4 2%	8 6%	4 3%	1 2%	4 13%
Rank 5	(5)	49 3%	4 2%	5 2%	5 4%	5 4%	5 4%	2 2%	1 1%	7 4%	2 2%	6 5%	4 5%	4 13%
Rank 6	(6)	85 6%	11 6%	5 3%	6 5%	12 9%	6 5%	8 7%	5 7%	10 6%	3 2%	6 5%	10 13%	2 7%
Rank 7	(7)	97 6%	12 7%	15 7%	9 7%	2 2%	8 6%	7 6%	1 2%	8 5%	10 8%	15 12%	5 7%	4 13%
Rank 8	(8)	142 9%	11 6%	18 9%	14 11%	17 12%	19 14%	10 9%	7 10%	20 12%	8 6%	12 10%	6 8%	- -
Rank 9	(9)	391 26%	46 26%	52 25%	37 30%	41 29%	35 25%	27 24%	16 25%	41 24%	39 30%	30 24%	21 27%	6 20%
Rank 10	(10)	498 33%	56 32%	87 41%	41 32%	39 28%	52 37%	37 33%	22 34%	53 32%	52 39%	33 27%	18 24%	8 26%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who work at the organisation.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	96 6%	17 9%	9 4%	6 5%	10 7%	5 3%	13 11%	5 8%	10 6%	4 3%	7 6%	7 9%	2 7%
		bei					bei						
Net: 4-7	276 18%	33 18%	27 13%	22 18%	23 17%	23 16%	20 18%	10 16%	28 17%	24 18%	30 24%	20 26%	14 47%
										b	b		
Net: 8-10	1031 69%	114 64%	157 75%	92 73%	97 70%	106 75%	74 66%	44 69%	115 68%	99 75%	76 61%	45 60%	14 47%
			ajk			ajk				ajk			
Mean score	8.17	7.96	8.63	8.34	8.03	8.46	7.87	7.99	8.17	8.49	7.92	7.65	7.19
			adghjk	k		afk				afk			
Standard deviation	2.27	2.52	2.01	1.98	2.34	1.93	2.59	2.59	2.24	2.06	2.34	2.46	2.50
Standard error	.06	.18	.14	.19	.23	.17	.25	.35	.17	.18	.24	.32	.64

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who work at the organisation.

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	24 2%	2 1%	-	10 1%	2 4%	6 3%	1 6%	17 1%	10 2%	10 2%	13 2%
Rank 2	(2)	33 2%	8 5%	1 7%	14 2%	1 2%	3 2%	1 5%	22 2%	12 2%	18 3%	15 3%
Rank 3	(3)	40 3%	7 4%	-	18 3%	1 2%	7 4%	2 9%	30 2%	14 3%	24 4%	20 3%
Rank 4	(4)	44 3%	14 8%	-	17 2%	-	8 4%	-	29 2%	22 4%	28 5%	24 4%
Rank 5	(5)	49 3%	6 4%	-	23 3%	2 4%	5 3%	-	38 3%	20 4%	23 4%	19 3%
Rank 6	(6)	85 6%	12 7%	-	34 5%	2 4%	15 8%	3 14%	64 5%	41 8%	36 6%	27 5%
Rank 7	(7)	97 6%	15 8%	1 5%	38 6%	10 15%	12 6%	1 5%	81 7%	36 7%	46 8%	42 7%
Rank 8	(8)	142 9%	16 9%	2 14%	65 10%	5 8%	26 14%	1 4%	114 9%	43 8%	64 11%	62 11%
Rank 9	(9)	391 26%	34 19%	6 42%	180 27%	14 23%	41 22%	3 15%	323 26%	125 25%	122 21%	152 26%
Rank 10	(10)	498 33%	49 28%	5 31%	244 36%	19 31%	48 25%	9 42%	434 35%	156 31%	166 29%	166 29%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who work at the organisation.

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS											
Net: 1-3	96 6%	17 10%	1 7%	42 6%	5 8%	16 8%	4 20%	70 6%	37 7%	52 9%	47 8%
Net: 4-7	276 18%	46 26%	1 5%	112 17%	14 23%	40 21%	4 19%	212 17%	118 23%	133 23%	112 19%
Net: 8-10	1031 69%	98 56%	13 87%	489 72%	38 62%	114 61%	14 61%	871 71%	323 64%	353 62%	381 65%
Mean score	8.17	7.52	8.55	8.28 ae	8.04	7.73	7.51	8.30 hij	7.91	7.74	7.93
Standard deviation	2.27	2.61	2.10	2.23	2.37	2.46	3.09	2.18	2.41	2.49	2.42
Standard error	.06	.21	.54	.09	.34	.19	.64	.06	.11	.11	.10

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who work at the organisation.

Base: All respondents

		THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un- important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total		1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total		1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	24	18	5	15	7	18	4	18	4	20	3	14	10	18	5
		2%	2%	2%	2%	1%	1%	3%	1%	4%	2%	1%	1%	2%	2%	1%
Rank 2	(2)	33	28	5	21	11	28	5	23	8	29	3	24	9	20	12
		2%	2%	2%	2%	2%	2%	4%	2%	7%	3%	1%	2%	2%	2%	2%
Rank 3	(3)	40	32	8	22	15	31	6	31	7	27	10	17	23	24	14
		3%	3%	3%	3%	3%	2%	4%	2%	6%	2%	3%	2%	5%	2%	3%
Rank 4	(4)	44	28	16	28	15	33	7	38	4	30	11	24	20	28	13
		3%	2%	6%	3%	3%	3%	6%	3%	4%	3%	4%	2%	4%	3%	3%
Rank 5	(5)	49	41	8	31	18	37	11	42	8	40	9	36	13	35	14
		3%	3%	3%	4%	3%	3%	9%	3%	7%	3%	3%	3%	3%	4%	3%
Rank 6	(6)	85	58	27	51	31	68	10	75	7	63	17	60	25	60	21
		6%	5%	9%	6%	5%	5%	8%	6%	7%	6%	6%	6%	5%	6%	4%
Rank 7	(7)	97	73	23	54	40	76	15	77	14	71	21	57	40	58	32
		6%	6%	8%	6%	7%	6%	11%	6%	12%	6%	7%	5%	9%	6%	7%
Rank 8	(8)	142	113	29	87	51	116	16	130	7	102	33	97	46	95	42
		9%	9%	10%	10%	9%	9%	13%	10%	6%	9%	11%	9%	10%	10%	9%
Rank 9	(9)	391	316	74	217	155	344	22	361	19	296	85	284	107	238	139
		26%	26%	26%	25%	27%	27%	18%	27%	17%	26%	28%	27%	23%	25%	29%
Rank 10	(10)	498	421	77	285	200	451	25	465	25	398	87	369	130	315	166
		33%	35%	27%	33%	35%	35%	19%	35%	23%	35%	29%	35%	28%	33%	34%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who work at the organisation.

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

NETS

Net: 1-3

Net: 4-7

Net: 8-10

Mean score

Standard deviation

Standard error

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	96 6%	78 6%	18 6%	59 7%	34 6%	77 6%	15 12% e	72 5%	19 17% g	76 7%	15 5%	54 5%	42 9% k	61 6%	30 6%
Net: 4-7	276 18%	200 17%	74 26% a	164 19%	104 18%	213 17%	43 34% e	231 17%	34 30% g	205 18%	59 20%	178 17%	98 21% k	181 19%	80 17%
Net: 8-10	1031 69%	850 70% b	179 63%	589 68%	406 70%	910 71% f	63 50%	956 71% h	51 46%	796 69%	205 69%	749 72% l	282 62%	647 68%	348 72%
Mean score	8.17	8.25 b	7.83	8.10	8.27	8.28 f	7.08	8.29 h	6.91	8.19	8.16	8.33 l	7.81	8.13	8.28
Standard deviation	2.27	2.26	2.34	2.33	2.20	2.22	2.59	2.18	2.88	2.31	2.13	2.17	2.47	2.30	2.21
Standard error	.06	.07	.14	.08	.09	.06	.24	.06	.29	.07	.13	.07	.12	.08	.10

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who have the occupation as a career.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149	
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Rank 1	(1)	23 2%	15 2%	8 1%	14 2%	9 1%	2 *	9 2%	3 1%	8 3%	8 2%	8 2%	5 1%	1 6%	- -	1 1%
Rank 2	(2)	32 2%	17 2%	16 2%	14 2%	18 2%	7 1%	14 3%	3 1%	8 3%	13 3%	9 2%	6 2%	- -	1 2%	3 2%
Rank 3	(3)	36 2%	22 3%	14 2%	27 4%	10 1%	14 3%	10 2%	4 2%	9 3%	18 5%	3 *	8 3%	1 6%	- -	6 4%
Rank 4	(4)	62 4%	36 5%	26 4%	33 4%	29 4%	10 2%	22 5%	11 5%	18 6%	27 7%	17 3%	4 1%	1 7%	5 8%	5 3%
Rank 5	(5)	65 4%	47 6%	18 2%	35 5%	31 4%	15 3%	29 6%	13 5%	9 3%	18 5%	25 4%	8 2%	1 5%	3 5%	10 6%
Rank 6	(6)	69 5%	40 5%	28 4%	41 6%	28 4%	18 4%	34 7%	8 3%	9 3%	25 7%	20 4%	12 4%	1 6%	1 2%	10 6%
Rank 7	(7)	100 7%	59 8%	40 6%	46 6%	54 7%	31 6%	23 5%	24 9%	22 8%	25 7%	41 7%	15 5%	4 22%	2 4%	13 8%
Rank 8	(8)	204 14%	118 15%	86 12%	92 12%	113 15%	68 14%	68 15%	35 14%	33 11%	43 12%	87 16%	47 14%	1 5%	4 6%	22 14%
Rank 9	(9)	470 31%	206 27%	264 36%	239 32%	231 30%	185 37%	140 30%	70 28%	75 26%	102 28%	175 32%	116 35%	6 34%	28 47%	40 26%
Rank 10	(10)	343 23%	170 22%	174 24%	153 21%	190 25%	114 23%	89 19%	65 26%	76 26%	63 17%	133 24%	94 28%	2 11%	11 19%	37 24%

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who have the occupation as a career.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	92	54	38	55	36	23	32	11	26	39	20	19	2	1	10
	6%	7%	5%	7%	5%	5%	7%	4%	9%	11%	4%	6%	12%	2%	7%
				d					eg	jkm					
Net: 4-7	296	183	113	155	141	73	107	56	59	95	103	40	7	11	37
	20%	24%	15%	21%	19%	15%	23%	22%	20%	26%	19%	12%	39%	18%	24%
		b					e	e		jk	k				k
Net: 8-10	1017	494	524	483	534	367	296	170	184	207	394	257	9	43	100
	68%	64%	72%	65%	70%	74%	65%	68%	63%	56%	71%	77%	49%	72%	64%
			a		c	fh					i	in		i	
Mean score	7.96	7.73	8.20	7.80	8.11	8.29	7.68	8.05	7.75	7.32	8.18	8.35	7.10	8.21	7.84
			a		c	fh		f			i	in		i	i
Standard deviation	2.23	2.33	2.10	2.33	2.12	1.91	2.35	2.13	2.54	2.55	2.02	2.05	2.57	2.02	2.23
Standard error	.06	.09	.08	.09	.08	.09	.11	.14	.16	.14	.09	.12	.62	.27	.19

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who have the occupation as a career.

Base: All respondents

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total		1500	905	170	319	33	38	1146	50	69	137	70	1195	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	23 2%	13 1%	1 1%	6 2%	- -	2 5% b	18 2%	- -	1 2%	3 2%	- -	19 2%	3 1%
Rank 2	(2)	32 2%	17 2%	4 3%	9 3%	1 3%	1 2%	27 2%	- -	1 1%	3 2%	1 2%	24 2%	6 2%
Rank 3	(3)	36 2%	19 2%	2 1%	11 3%	3 9% ab	1 2%	27 2%	4 7% fj	1 2%	5 3%	- -	32 3%	5 2%
Rank 4	(4)	62 4%	32 4%	7 4%	16 5%	3 9%	4 10%	49 4%	2 3%	4 6%	4 3%	2 3%	48 4%	12 4%
Rank 5	(5)	65 4%	30 3%	9 5%	19 6% a	3 9%	2 6%	48 4%	5 11% fh	1 1%	6 4%	3 5%	44 4%	19 7% k
Rank 6	(6)	69 5%	35 4%	10 6%	20 6%	1 3%	1 2%	55 5%	1 2%	6 8%	5 4%	2 2%	55 5%	13 5%
Rank 7	(7)	100 7%	52 6%	15 9%	21 7%	1 4%	7 17% ac	76 7%	3 6%	4 5%	8 6%	7 11%	83 7%	15 5%
Rank 8	(8)	204 14%	116 13%	27 16%	48 15%	3 7%	4 9%	158 14%	5 10%	10 14%	16 12%	11 16%	163 14%	41 14%
Rank 9	(9)	470 31%	319 35% bcd	41 24% d	89 28% d	3 8%	9 24%	363 32%	17 34%	17 24%	39 29%	26 38%	377 32%	90 31%
Rank 10	(10)	343 23%	222 25% c	41 24%	57 18%	11 33% c	5 13%	255 22%	12 23%	18 25%	40 29%	13 18%	278 23%	64 22%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who have the occupation as a career.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	92 6%	49 5%	8 4%	26 8%	4 12%	4 9%	73 6%	4 7%	3 5%	10 7%	1 2%	75 6%	14 5%
Net: 4-7	296 20%	150 17%	41 24%	76 24%	8 25%	13 35%	228 20%	11 22%	14 21%	23 17%	14 20%	231 19%	59 20%
Net: 8-10	1017 68%	657 73%	109 64%	194 61%	16 48%	18 47%	776 68%	34 67%	44 64%	95 69%	50 72%	818 68%	194 67%
Mean score	7.96	8.16	7.92	7.56	7.26	7.06	7.93	7.88	8.00	8.07	8.24	7.98	7.96
Standard deviation	2.23	2.13	2.13	2.39	2.86	2.61	2.25	2.25	2.22	2.32	1.73	2.22	2.18
Standard error	.06	.07	.17	.14	.56	.46	.07	.34	.28	.20	.20	.07	.13

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who have the occupation as a career.

Base: All respondents

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	23 2%	4 2%	1 *	1 1%	4 3%	3 2%	1 1%	2 3%	5 3%	1 1%	1 1%	- -	- -
Rank 2	(2)	32 2%	5 3%	2 1%	1 1%	1 1%	4 2%	5 5% b	3 5% b	3 2%	2 1%	3 2%	1 2%	2 7%
Rank 3	(3)	36 2%	6 3%	3 1%	1 1%	1 1%	3 2%	2 2%	3 5%	3 2%	2 1%	1 1%	7 10% abcdefhij	2 7%
Rank 4	(4)	62 4%	6 3%	7 3%	9 8% d	2 2%	8 6%	4 4%	3 5%	6 3%	5 4%	5 4%	2 3%	2 7%
Rank 5	(5)	65 4%	11 6% e	9 4%	4 3%	9 7% e	2 1%	4 4%	3 5%	5 3%	7 5%	2 2%	4 5%	4 14%
Rank 6	(6)	69 5%	8 5%	10 5%	3 2%	8 6%	4 3%	3 3%	2 3%	7 4%	7 5%	7 6%	7 10% ce	2 7%
Rank 7	(7)	100 7%	11 6%	12 6%	6 5%	10 7%	7 5%	8 7%	3 5%	8 5%	7 5%	13 11%	9 12%	6 20%
Rank 8	(8)	204 14%	26 14%	22 10%	18 15%	15 11%	21 15%	11 10%	14 23% bdf	22 13%	22 17%	20 16%	11 14%	2 7%
Rank 9	(9)	470 31%	46 26%	78 37% aj	42 34%	40 29%	52 37% a	36 32%	17 26%	57 33%	46 35%	31 25%	18 24%	6 20%
Rank 10	(10)	343 23%	41 23%	51 24%	32 26%	40 29% gk	30 21%	34 30% gk	9 14%	36 21%	27 20%	30 24%	11 14%	4 13%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who have the occupation as a career.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	92 6%	15 9%	6 3%	3 3%	6 4%	10 7%	8 7%	9 14%	12 7%	5 4%	5 4%	9 12%	4 13%
		bc					b	bcdij	b			bci	
Net: 4-7	296 20%	35 20%	39 18%	23 18%	29 21%	21 15%	19 17%	12 19%	27 16%	27 20%	28 22%	22 29%	14 47%
												eh	
Net: 8-10	1017 68%	113 63%	151 72%	93 74%	94 68%	102 73%	81 73%	40 62%	114 68%	95 72%	81 65%	40 53%	12 39%
			ak	ak	k	k	k		k	k			
Mean score	7.96	7.73	8.30	8.21	8.13	7.99	8.11	7.18	7.96	8.05	8.07	7.31	6.70
			agk	gk	gk	g	gk		g	gk	gk		
Standard deviation	2.23	2.44	1.91	2.04	2.18	2.31	2.33	2.65	2.33	2.01	2.03	2.30	2.47
Standard error	.06	.17	.13	.19	.21	.20	.23	.36	.18	.18	.21	.30	.64

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who have the occupation as a career.

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		Total	a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	23 2%	7 4% c	- -	9 1%	- -	4 2%	1 6%	17 1%	12 2%	15 3%	8 1%
Rank 2	(2)	32 2%	6 3%	1 6%	12 2%	1 2%	5 3%	- -	20 2%	21 4%	19 3%	20 3%
Rank 3	(3)	36 2%	8 4% c	2 15%	11 2%	- -	5 3%	2 9%	28 2%	12 2%	22 4%	18 3%
Rank 4	(4)	62 4%	18 10% c	1 6%	18 3%	2 4%	14 7% c	- -	39 3%	30 6%	33 6%	26 5%
Rank 5	(5)	65 4%	5 3%	1 5%	29 4%	4 6%	10 6%	1 4%	55 4%	30 6%	28 5%	22 4%
Rank 6	(6)	69 5%	13 8% c	2 14%	26 4%	2 4%	12 6%	2 11%	54 4%	30 6%	36 6%	31 5%
Rank 7	(7)	100 7%	11 6%	- -	46 7%	7 11%	16 9%	3 12%	77 6%	35 7%	48 8%	40 7%
Rank 8	(8)	204 14%	22 12%	1 5%	101 15%	12 20%	25 13%	3 13%	167 14%	80 16%	83 15%	74 13%
Rank 9	(9)	470 31%	50 28%	4 26%	225 33% e	16 25%	41 22%	6 29%	402 33% hi	129 26%	152 27%	164 28%
Rank 10	(10)	343 23%	24 14%	3 23%	163 24% a	12 19%	38 20%	4 17%	295 24% i	99 20%	104 18%	137 24% i

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who have the occupation as a career.

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS											
Net: 1-3	92 6%	20 12% cd	3 21%	33 5%	1 2%	14 7%	3 14%	64 5%	45 9% g	57 10% g	46 8% g
Net: 4-7	296 20%	48 27% c	4 25%	119 18%	15 25%	52 28% c	6 26%	225 18%	125 25% g	145 25% g	119 21%
Net: 8-10	1017 68%	95 54%	8 54%	488 72% ae	39 64%	103 55%	13 60%	864 70% hij	309 61%	340 59%	375 64%
Mean score	7.96	7.08	6.92	8.16 ae	7.98 a	7.46	7.38	8.10 hij	7.49	7.43	7.81 hi
Standard deviation	2.23	2.66	2.91	2.06	1.89	2.45	2.57	2.12	2.48	2.50	2.38
Standard error	.06	.21	.75	.08	.28	.19	.54	.06	.11	.11	.10

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who have the occupation as a career.

Base: All respondents

		THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un- important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total		1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total		1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	23	16	7	14	9	16	4	17	4	15	6	14	9	15	6
		2%	1%	2%	2%	2%	1%	3%	1%	3%	1%	2%	1%	2%	2%	1%
Rank 2	(2)	32	27	4	22	10	21	10	26	5	19	12	19	13	21	11
		2%	2%	1%	3%	2%	2%	8%	2%	4%	2%	4%	2%	3%	2%	2%
								e				i				
Rank 3	(3)	36	31	5	25	10	27	9	25	10	30	4	22	14	25	8
		2%	3%	2%	3%	2%	2%	7%	2%	9%	3%	1%	2%	3%	3%	2%
								e		g						
Rank 4	(4)	62	38	23	47	14	44	16	46	14	39	21	37	24	35	24
		4%	3%	8%	5%	2%	3%	12%	3%	13%	3%	7%	4%	5%	4%	5%
				a	d			e		g		i				
Rank 5	(5)	65	41	24	39	25	45	14	54	8	52	12	47	18	45	19
		4%	3%	8%	4%	4%	4%	11%	4%	7%	5%	4%	5%	4%	5%	4%
				a				e								
Rank 6	(6)	69	57	11	40	26	55	8	64	1	56	10	46	23	46	16
		5%	5%	4%	5%	4%	4%	6%	5%	1%	5%	3%	4%	5%	5%	3%
Rank 7	(7)	100	85	15	58	39	83	15	88	10	84	15	70	30	68	31
		7%	7%	5%	7%	7%	6%	12%	7%	9%	7%	5%	7%	6%	7%	6%
								e								
Rank 8	(8)	204	171	33	109	87	185	11	176	20	149	47	141	63	130	66
		14%	14%	12%	13%	15%	14%	8%	13%	18%	13%	16%	14%	14%	14%	14%
Rank 9	(9)	470	387	82	267	184	419	21	439	18	367	85	337	133	289	163
		31%	32%	29%	31%	32%	33%	16%	33%	17%	32%	28%	32%	29%	30%	34%
							f		h							
Rank 10	(10)	343	274	69	189	141	308	13	324	16	268	67	244	99	218	113
		23%	23%	24%	22%	24%	24%	11%	24%	14%	23%	22%	23%	22%	23%	23%
							f		h							

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Knowing friends/family who have the occupation as a career.

Base: All respondents

Significance Level: 95%

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	92	75	16	61	29	64	23	69	19	65	22	55	36	61	25
	6%	6%	6%	7%	5%	5%	18%	5%	17%	6%	8%	5%	8%	6%	5%
						e			g						
Net: 4-7	296	221	74	185	105	227	53	251	34	230	58	200	95	194	90
	20%	18%	26%	21%	18%	18%	42%	19%	30%	20%	20%	19%	21%	20%	19%
			a			e			g						
Net: 8-10	1017	832	185	565	412	911	45	938	54	784	198	723	295	637	342
	68%	69%	65%	65%	71%	71%	35%	70%	48%	68%	66%	69%	65%	67%	71%
			c			f			h						
Mean score	7.96	8.02	7.71	7.81	8.12	8.13	6.18	8.10	6.58	8.02	7.74	8.05	7.74	7.92	8.06
		b				f			h			l			
Standard deviation	2.23	2.18	2.42	2.34	2.10	2.10	2.68	2.13	2.76	2.16	2.45	2.15	2.40	2.25	2.16
Standard error	.06	.06	.15	.08	.09	.06	.25	.06	.27	.07	.15	.07	.12	.08	.10

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Values or ethical stance of the organisation.

Base: All respondents

		GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
Total		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Unweighted Total		1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total		1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	95	37	58	51	44	33	30	17	16	27	28	23	-	7	8
		6%	5%	8%	7%	6%	7%	7%	7%	5%	7%	5%	7%	-	11%	5%
				a												
Rank 2	(2)	102	48	54	51	51	41	27	21	13	33	34	22	1	3	9
		7%	6%	7%	7%	7%	8%	6%	8%	4%	9%	6%	6%	5%	5%	6%
							h									
Rank 3	(3)	96	44	52	47	48	29	37	12	18	16	43	18	2	2	14
		6%	6%	7%	6%	6%	6%	8%	5%	6%	4%	8%	5%	12%	3%	9%
												i				i
Rank 4	(4)	128	58	70	66	63	41	40	22	25	31	56	22	-	6	12
		9%	8%	10%	9%	8%	8%	9%	9%	9%	8%	10%	7%	-	9%	8%
Rank 5	(5)	135	58	76	61	74	46	40	20	29	33	53	28	1	8	12
		9%	8%	10%	8%	10%	9%	9%	8%	10%	9%	10%	8%	5%	14%	7%
				a												
Rank 6	(6)	157	71	86	79	78	55	33	26	43	43	50	33	3	7	19
		10%	9%	12%	11%	10%	11%	7%	10%	15%	12%	9%	10%	17%	12%	12%
							f			f						
Rank 7	(7)	217	114	103	114	103	73	75	33	36	56	79	50	2	9	20
		14%	15%	14%	15%	14%	15%	16%	13%	12%	15%	14%	15%	12%	16%	13%
Rank 8	(8)	219	119	100	104	115	72	67	44	36	44	86	59	4	9	15
		15%	15%	14%	14%	15%	14%	15%	18%	12%	12%	16%	18%	22%	14%	10%
													in			
Rank 9	(9)	104	69	34	47	57	29	37	19	20	24	37	27	1	-	14
		7%	9%	5%	6%	7%	6%	8%	7%	7%	6%	7%	8%	6%	-	9%
			b								m	m	m			m
Rank 10	(10)	166	120	46	83	83	51	56	24	35	40	54	35	4	8	25
		11%	16%	6%	11%	11%	10%	12%	10%	12%	11%	10%	10%	22%	13%	16%
			b													j

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Values or ethical stance of the organisation.

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	293	129	164	149	144	103	94	50	46	76	105	63	3	11	30
	20%	17%	22%	20%	19%	21%	21%	20%	16%	21%	19%	19%	17%	19%	19%
		a													
Net: 4-7	637	302	335	319	318	215	187	101	133	162	238	134	6	31	63
	42%	39%	46%	43%	42%	43%	41%	40%	45%	44%	43%	40%	34%	51%	41%
		a													
Net: 8-10	489	308	181	234	255	151	160	87	91	108	177	122	9	16	54
	33%	40%	25%	32%	33%	30%	35%	35%	31%	29%	32%	37%	49%	27%	35%
		b									i				
Mean score	6.05	6.48	5.58	6.01	6.09	5.92	6.12	6.03	6.17	5.91	6.01	6.19	6.98	5.78	6.28
		b													
Standard deviation	2.68	2.69	2.59	2.70	2.67	2.68	2.73	2.70	2.59	2.74	2.61	2.69	2.50	2.71	2.75
Standard error	.07	.10	.10	.10	.10	.12	.13	.18	.16	.15	.11	.15	.61	.35	.23

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Values or ethical stance of the organisation.

Base: All respondents

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total		1500	905	170	319	33	38	1146	50	69	137	70	1195	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	95 6%	66 7%	10 6%	11 4%	4 12%	2 5%	74 6%	6 13%	3 5%	4 3%	5 7%	83 7%	12 4%
			c		c				i					
Rank 2	(2)	102 7%	63 7%	8 5%	21 7%	6 18%	3 8%	72 6%	6 11%	7 10%	11 8%	5 7%	85 7%	17 6%
					abc									
Rank 3	(3)	96 6%	50 6%	16 9%	23 7%	2 6%	1 3%	62 5%	6 12%	7 10%	17 12%	3 5%	77 6%	19 6%
					f									
Rank 4	(4)	128 9%	77 9%	16 9%	27 9%	2 7%	4 10%	103 9%	4 7%	6 9%	9 7%	4 6%	104 9%	21 7%
Rank 5	(5)	135 9%	72 8%	17 10%	39 12%	3 8%	2 5%	98 9%	2 5%	11 16%	14 11%	8 11%	107 9%	27 9%
					a					f				
Rank 6	(6)	157 10%	104 11%	13 7%	29 9%	1 3%	5 14%	116 10%	4 9%	11 15%	13 9%	8 12%	131 11%	26 9%
Rank 7	(7)	217 14%	136 15%	26 15%	39 12%	5 16%	3 9%	176 15%	7 15%	3 4%	15 11%	10 15%	169 14%	45 16%
								h				h		
Rank 8	(8)	219 15%	143 16%	24 14%	41 13%	2 5%	4 12%	169 15%	10 20%	6 9%	21 15%	12 17%	175 15%	42 14%
Rank 9	(9)	104 7%	62 7%	6 4%	31 10%	1 4%	1 3%	83 7%	3 6%	3 4%	11 8%	4 6%	82 7%	22 7%
					b									
Rank 10	(10)	166 11%	93 10%	24 14%	35 11%	3 9%	8 21%	131 11%	2 3%	6 8%	17 12%	6 8%	125 10%	40 14%
						a								

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Values or ethical stance of the organisation.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	293 20%	180 20%	34 20%	56 18%	12 36%	7 17%	208 18%	18 36%	17 25%	32 23%	13 19%	245 21%	47 16%
				abc				fj					
Net: 4-7	637 42%	389 43%	70 41%	134 42%	11 34%	15 38%	493 43%	17 35%	31 45%	52 38%	30 44%	511 43%	119 41%
Net: 8-10	489 33%	298 33%	54 32%	107 34%	6 18%	14 36%	383 33%	15 29%	15 21%	48 35%	22 31%	381 32%	103 36%
							h			h			
Mean score	6.05	6.02	6.07	6.17	4.89	6.32	6.13	5.24	5.32	6.07	5.98	5.97	6.37
							gh						k
Standard deviation	2.68	2.69	2.73	2.60	3.04	2.93	2.67	2.83	2.58	2.69	2.63	2.69	2.62
Standard error	.07	.09	.21	.15	.58	.52	.08	.41	.32	.23	.31	.08	.16

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Values or ethical stance of the organisation.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	95 6%	10 6%	13 6%	8 7%	13 9%	8 6%	3 3%	4 7%	8 5%	10 8%	7 6%	7 10%	2 7%
					f								f	
Rank 2	(2)	102 7%	10 6%	18 8%	6 5%	10 7%	14 10%	6 5%	2 4%	16 9%	4 3%	8 7%	6 8%	2 6%
						i				i				
Rank 3	(3)	96 6%	11 6%	8 4%	9 7%	7 5%	9 6%	9 8%	5 9%	12 7%	8 6%	8 7%	6 8%	2 7%
Rank 4	(4)	128 9%	16 9%	14 7%	18 14%	12 9%	8 6%	9 8%	1 2%	13 8%	18 14%	10 8%	10 13%	- -
					beg					beg			g	
Rank 5	(5)	135 9%	17 10%	18 8%	11 9%	15 11%	11 8%	8 7%	4 6%	12 7%	10 7%	21 17%	4 5%	4 13%
											befhik			
Rank 6	(6)	157 10%	22 12%	22 11%	8 6%	11 8%	15 11%	13 12%	10 16%	15 9%	20 15%	14 12%	3 3%	4 13%
			k						k		ck			
Rank 7	(7)	217 14%	22 12%	28 13%	15 12%	23 16%	22 16%	27 24%	14 22%	20 12%	21 16%	18 15%	5 6%	2 7%
								abchk	ahk					
Rank 8	(8)	219 15%	24 14%	46 22%	19 15%	17 13%	21 15%	12 10%	10 16%	24 14%	14 10%	15 12%	12 16%	6 20%
				adfhij										
Rank 9	(9)	104 7%	15 9%	14 6%	10 8%	10 7%	7 5%	8 7%	4 6%	12 7%	9 7%	5 4%	9 12%	2 7%
Rank 10	(10)	166 11%	19 11%	17 8%	17 14%	13 10%	19 14%	11 10%	4 7%	25 15%	15 11%	8 7%	10 13%	6 20%
									bj					

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Values or ethical stance of the organisation.

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: 1-3	293 20%	32 18%	39 18%	23 18%	30 22%	31 22%	18 16%	12 19%	36 21%	23 17%	24 19%	19 26%	6 20%
Net: 4-7	637 42%	77 43%	82 39%	52 41%	61 44%	56 40%	58 52%	29 46%	59 35%	69 52%	64 51%	21 28%	10 33%
Net: 8-10	489 33%	58 33%	77 37%	46 37%	41 29%	47 34%	31 28%	18 28%	61 36%	38 28%	28 23%	31 41%	14 47%
Mean score	6.05	6.09	6.12	6.11	5.82	6.08	6.26	6.15	6.16	5.98	5.66	5.89	6.54
Standard deviation	2.68	2.65	2.63	2.77	2.77	2.78	2.41	2.47	2.84	2.61	2.46	3.08	2.85
Standard error	.07	.18	.18	.26	.27	.24	.23	.34	.21	.23	.25	.40	.74

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Values or ethical stance of the organisation.

Base: All respondents

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		Total	a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%												
Unweighted Total		1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total		1500	176	15	678	62	188	22	1227	502	571	581
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	95 6%	16 9%	1 6%	36 5%	3 4%	9 5%	1 5%	75 6%	27 5%	34 6%	40 7%
Rank 2	(2)	102 7%	12 7%	1 6%	43 6%	6 9%	17 9%	- -	83 7%	42 8%	38 7%	45 8%
Rank 3	(3)	96 6%	9 5%	- -	52 8%	5 8%	10 5%	1 5%	86 7%	32 6%	32 6%	36 6%
Rank 4	(4)	128 9%	12 7%	2 13%	71 10%	5 8%	16 9%	2 9%	110 9%	38 8%	45 8%	54 9%
Rank 5	(5)	135 9%	10 6%	2 11%	65 10%	11 17% ae	14 8%	1 4%	113 9%	45 9%	52 9%	48 8%
Rank 6	(6)	157 10%	20 11%	2 11%	76 11%	10 15% e	12 7%	- -	129 11%	44 9%	60 11%	69 12%
Rank 7	(7)	217 14%	28 16%	2 16%	90 13%	8 14%	31 17%	8 35%	177 14%	74 15%	86 15%	85 15%
Rank 8	(8)	219 15%	20 11%	2 12%	95 14%	6 10%	28 15%	4 20%	184 15%	77 15%	85 15%	75 13%
Rank 9	(9)	104 7%	11 6%	1 5%	46 7%	3 5%	13 7%	2 9%	88 7%	36 7%	40 7%	38 7%
Rank 10	(10)	166 11%	26 15% d	3 20%	72 11%	3 4%	22 12%	3 13%	123 10%	62 12%	69 12%	54 9%
NETS												
Net: 1-3		293 20%	38 22%	2 12%	131 19%	13 21%	35 19%	2 10%	244 20%	101 20%	103 18%	122 21%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Values or ethical stance of the organisation.

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4-7	637	70	8	302	34	74	11	529	200	243	256
	42%	40%	51%	45%	54%	40%	48%	43%	40%	43%	44%
Net: 8-10	489	57	6	213	12	63	9	395	175	193	167
	33%	32%	37%	31%	19%	34%	42%	32%	35%	34%	29%
Mean score	6.05	6.07	6.46	5.98	5.49	6.17	6.89	6.00	6.13	6.17	5.85
Standard deviation	2.68	2.90	2.76	2.63	2.35	2.71	2.38	2.65	2.72	2.67	2.68
Standard error	.07	.23	.71	.10	.34	.21	.50	.08	.12	.12	.12

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Values or ethical stance of the organisation.

Base: All respondents

		THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un- important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Total																
Significance Level: 95%																
Unweighted Total		1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total		1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rank 1	(1)	95	79	16	44	48	76	11	88	4	73	19	60	36	49	38
		6%	7%	5%	5%	8%	6%	9%	7%	4%	6%	6%	6%	8%	5%	8%
						c										m
Rank 2	(2)	102	91	11	59	41	92	4	98	3	79	20	67	36	70	30
		7%	8%	4%	7%	7%	7%	3%	7%	3%	7%	7%	6%	8%	7%	6%
			b													
Rank 3	(3)	96	73	22	58	35	81	11	85	9	73	19	71	25	59	37
		6%	6%	8%	7%	6%	6%	9%	6%	8%	6%	6%	7%	5%	6%	8%
Rank 4	(4)	128	112	17	64	59	107	10	116	9	96	25	92	37	84	37
		9%	9%	6%	7%	10%	8%	8%	9%	8%	8%	8%	9%	8%	9%	8%
Rank 5	(5)	135	107	28	79	52	112	12	122	11	103	30	98	36	89	41
		9%	9%	10%	9%	9%	9%	9%	9%	10%	9%	10%	9%	8%	9%	9%
Rank 6	(6)	157	124	33	101	52	138	12	134	18	115	38	112	45	98	55
		10%	10%	11%	12%	9%	11%	10%	10%	16%	10%	13%	11%	10%	10%	11%
Rank 7	(7)	217	178	37	124	85	190	13	196	14	171	37	151	66	142	65
		14%	15%	13%	14%	15%	15%	10%	15%	12%	15%	12%	14%	14%	15%	13%
Rank 8	(8)	219	173	45	133	76	194	19	207	9	186	30	159	60	145	67
		15%	14%	16%	15%	13%	15%	15%	15%	8%	16%	10%	15%	13%	15%	14%
									h		j					
Rank 9	(9)	104	79	25	66	35	87	12	86	14	75	26	72	31	67	31
		7%	7%	9%	8%	6%	7%	10%	6%	13%	7%	9%	7%	7%	7%	6%
									g							
Rank 10	(10)	166	126	40	93	68	138	18	144	14	120	39	108	58	97	61
		11%	10%	14%	11%	12%	11%	14%	11%	12%	10%	13%	10%	13%	10%	13%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q9. Thinking generally about jobs, which of the following factors is most important to you when considering whether to apply for a job, or not?

Values or ethical stance of the organisation.

Base: All respondents

Significance Level: 95%

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS															
Net: 1-3	293	244	49	161	124	249	26	271	16	226	58	197	96	179	105
	20%	20%	17%	19%	21%	19%	21%	20%	14%	20%	19%	19%	21%	19%	22%
Net: 4-7	637	521	115	368	247	547	47	568	52	485	130	453	184	413	199
	42%	43%	40%	42%	43%	43%	37%	42%	46%	42%	43%	43%	40%	43%	41%
Net: 8-10	489	378	110	292	179	419	50	437	37	381	94	340	149	309	158
	33%	31%	38%	34%	31%	33%	39%	32%	33%	33%	32%	33%	33%	32%	33%
Mean score	6.05	5.96	6.40	6.15	5.88	6.06	6.21	6.00	6.39	6.04	6.07	6.06	6.02	6.06	6.00
Standard deviation	2.68	2.69	2.64	2.62	2.78	2.66	2.84	2.69	2.53	2.67	2.73	2.63	2.81	2.62	2.77
Standard error	.07	.08	.16	.09	.12	.08	.26	.08	.25	.08	.16	.08	.14	.09	.13

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q10. If a potential future employer was able to show you a clear path of career progression or promotion over the long term (e.g. up to 10 years or more), how much more or less likely would you be to apply to work for that employer?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more likely (4)	497	259	238	249	249	168	157	82	91	124	198	104	8	19	41
	33%	34%	33%	34%	33%	34%	34%	32%	31%	34%	36%	31%	46%	32%	26%
Somewhat more likely (3)	787	392	395	382	405	275	229	131	152	181	271	196	7	34	92
	52%	51%	54%	52%	53%	55%	50%	52%	52%	49%	49%	59%	38%	57%	58%
Somewhat less likely (2)	118	65	53	61	57	26	41	23	28	35	45	19	2	2	15
	8%	8%	7%	8%	7%	5%	9%	9%	9%	10%	8%	6%	11%	3%	9%
Much less likely (1)	9	7	2	4	5	1	5	-	2	4	2	1	-	-	1
	1%	1%	*	1%	1%	*	1%	-	1%	1%	*	*	-	-	1%
Don't know	89	46	43	44	45	27	26	16	20	25	36	12	1	5	8
	6%	6%	6%	6%	6%	5%	6%	6%	7%	7%	6%	4%	5%	8%	5%
NETS															
Net: likely	1285	651	633	630	654	443	386	212	243	305	469	300	15	53	132
	86%	85%	87%	85%	86%	89%	84%	85%	83%	83%	85%	90%	84%	89%	84%
Net: less likely	127	72	54	65	62	27	47	23	30	39	47	21	2	2	16
	8%	9%	7%	9%	8%	5%	10%	9%	10%	11%	8%	6%	11%	3%	10%
Mean score	3.26	3.25	3.26	3.26	3.26	3.30	3.24	3.25	3.22	3.24	3.29	3.25	3.36	3.31	3.16
Standard deviation	.63	.65	.60	.63	.62	.58	.67	.62	.65	.67	.64	.58	.71	.54	.62
Standard error	.02	.02	.02	.02	.02	.03	.03	.04	.04	.04	.03	.03	.18	.07	.05

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q10. If a potential future employer was able to show you a clear path of career progression or promotion over the long term (e.g. up to 10 years or more), how much more or less likely would you be to apply to work for that employer?

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more likely	(4)	497	290	54	116	12	374	21	20	43	33	415	79
		33%	32%	32%	36%	37%	33%	43%	29%	31%	47%	35%	27%
											fhi	l	
Somewhat more likely	(3)	787	517	78	149	12	604	24	39	73	33	624	160
		52%	57%	46%	47%	36%	53%	47%	56%	54%	47%	52%	55%
				bcd									
Somewhat less likely	(2)	118	51	17	38	6	92	4	5	14	2	88	27
		8%	6%	10%	12%	17%	8%	8%	8%	10%	3%	7%	9%
				a	a	a				j			
Much less likely	(1)	9	2	2	4	1	8	-	-	-	1	9	-
		1%	*	1%	1%	4%	1%	-	-	-	1%	1%	-
				a	a	a							
Don't know		89	45	19	12	2	68	1	5	7	2	59	23
		6%	5%	11%	4%	6%	6%	2%	7%	5%	2%	5%	8%
				ac		ac							k
NETS													
Net: likely	1285	807	132	265	24	28	978	45	59	117	65	1039	239
	86%	89%	78%	83%	73%	73%	85%	90%	85%	85%	94%	87%	83%
			bcd								fi		
Net: less likely	127	53	19	42	7	4	100	4	5	14	3	97	27
	8%	6%	11%	13%	21%	10%	9%	8%	8%	10%	4%	8%	9%
			a	a	a								
Mean score	3.26	3.27	3.22	3.23	3.13	3.25	3.25	3.35	3.23	3.23	3.43	3.27	3.20
										fi			
Standard deviation	.63	.57	.69	.71	.86	.68	.63	.63	.59	.62	.61	.63	.60
Standard error	.02	.02	.06	.04	.16	.13	.02	.09	.07	.05	.07	.02	.04

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q10. If a potential future employer was able to show you a clear path of career progression or promotion over the long term (e.g. up to 10 years or more), how much more or less likely would you be to apply to work for that employer?

Base: All respondents

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more likely	(4)	497 33%	61 34%	71 34%	33 27%	37 27%	48 34%	38 34%	22 34%	55 33%	49 37%	48 39%	25 33%	10 34%
Somewhat more likely	(3)	787 52%	89 50%	113 54%	71 56%	82 60%	70 49%	63 56%	29 45%	94 56%	64 49%	58 47%	44 58%	10 33%
Somewhat less likely	(2)	118 8%	18 10%	11 5%	12 9%	8 6%	11 8%	8 7%	10 16%	11 6%	8 6%	7 6%	3 4%	10 33%
Much less likely	(1)	9 1%	1 *	1 1%	- -	1 1%	2 1%	- -	1 2%	- -	- -	1 1%	1 2%	- -
Don't know		89 6%	8 5%	15 7%	10 8%	9 6%	11 7%	3 3%	2 3%	9 5%	11 8%	9 7%	3 3%	- -
NETS														
Net: likely		1285 86%	151 85%	183 87%	104 83%	120 87%	117 83%	101 90%	51 79%	149 88%	113 86%	106 86%	69 90%	20 67%
Net: less likely		127 8%	19 11%	12 6%	12 9%	10 7%	13 9%	8 7%	11 18%	11 6%	8 6%	8 7%	5 6%	10 33%
Mean score		3.26	3.24	3.29	3.19	3.20	3.25	3.28	3.16	3.28	3.33	3.33	3.25	3.00
Standard deviation		.63	.66	.60	.60	.59	.67	.59	.76	.58	.60	.65	.63	.83
Standard error		.02	.05	.04	.06	.06	.06	.06	.10	.04	.05	.07	.08	.21

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q10. If a potential future employer was able to show you a clear path of career progression or promotion over the long term (e.g. up to 10 years or more), how much more or less likely would you be to apply to work for that employer?

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more likely	(4) 497 33%	40 23%	5 32%	244 36%	26 42%	63 33%	8 34%	429 35%	176 35%	198 35%	189 32%
				a	a	a					
Somewhat more likely	(3) 787 52%	96 55%	5 34%	353 52%	27 44%	96 51%	11 47%	652 53%	259 52%	297 52%	317 55%
Somewhat less likely	(2) 118 8%	27 15%	4 26%	39 6%	6 10%	15 8%	3 15%	76 6%	53 10%	44 8%	42 7%
		ce						g			
Much less likely	(1) 9 1%	2 1%	- -	2 *	- -	3 2%	- -	5 *	2 *	5 1%	4 1%
				c		c					
Don't know	89 6%	11 6%	1 8%	39 6%	2 4%	10 5%	1 4%	64 5%	13 3%	26 5%	30 5%
								h			h
NETS											
Net: likely	1285 86%	136 77%	10 66%	597 88%	54 86%	159 85%	18 81%	1081 88%	435 87%	495 87%	506 87%
				a							
Net: less likely	127 8%	29 16%	4 26%	41 6%	6 10%	19 10%	3 15%	81 7%	55 11%	50 9%	45 8%
		c						g			
Mean score	3.26	3.05	3.07	3.31	3.34	3.23	3.19	3.29	3.24	3.26	3.25
				a	a	a					
Standard deviation	.63	.67	.82	.60	.66	.68	.71	.61	.65	.65	.62
Standard error	.02	.05	.22	.02	.09	.05	.15	.02	.03	.03	.03

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q10. If a potential future employer was able to show you a clear path of career progression or promotion over the long term (e.g. up to 10 years or more), how much more or less likely would you be to apply to work for that employer?

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more likely (4)	497	445	52	339	154	497	-	482	13	420	73	366	131	341	146
	33%	37%	18%	39%	27%	39%	-	36%	12%	37%	24%	35%	29%	36%	30%
		b		d		f		h		j		l		n	
Somewhat more likely (3)	787	628	159	439	327	787	-	718	62	614	159	555	232	518	248
	52%	52%	55%	51%	56%	61%	-	53%	55%	53%	53%	53%	51%	54%	51%
				c		f									
Somewhat less likely (2)	118	79	39	58	58	-	118	83	33	70	46	71	47	56	58
	8%	7%	14%	7%	10%	-	93%	6%	29%	6%	15%	7%	10%	6%	12%
		a		c		e		g		i		k		m	
Much less likely (1)	9	8	1	2	7	-	9	8	1	5	4	4	4	3	6
	1%	1%	*	*	1%	-	7%	1%	1%	*	1%	*	1%	*	1%
				c		e								m	
Don't know	89	50	35	30	34	-	-	53	2	39	18	47	42	35	27
	6%	4%	12%	3%	6%	-	-	4%	2%	3%	6%	4%	9%	4%	5%
			a		c						i		k		
NETS															
Net: likely	1285	1073	211	777	481	1285	-	1200	75	1035	231	922	363	860	394
	86%	89%	74%	90%	83%	100%	-	89%	67%	90%	77%	88%	80%	90%	81%
		b		d		f		h		j		l		n	
Net: less likely	127	86	40	60	64	-	127	91	34	75	50	75	51	59	64
	8%	7%	14%	7%	11%	-	100%	7%	31%	7%	17%	7%	11%	6%	13%
		a		c		e		g		i		k		m	
Mean score	3.26	3.30	3.04	3.33	3.15	3.39	1.93	3.30	2.80	3.31	3.07	3.29	3.18	3.30	3.17
		b		d		f		h		j		l		n	
Standard deviation	.63	.62	.62	.61	.64	.49	.25	.61	.66	.60	.69	.61	.66	.59	.68
Standard error	.02	.02	.04	.02	.03	.01	.02	.02	.06	.02	.04	.02	.03	.02	.03

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q11. Many employers request that their employees do further training or study while in work (for example, professional qualifications and some vocational qualifications). Such further study might be required by a particular employer, or might be optional. Thinking in general about your future career, how willing, if at all, are you to undertake further training or study while in work?

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very willing	(4) 646	322	324	319	327	246	175	111	114	145	237	157	9	28	67
	43%	42%	44%	43%	43%	49%	38%	44%	39%	39%	43%	47%	46%	46%	43%
						fh						i			
Fairly willing	(3) 698	356	342	347	351	219	222	121	136	178	263	149	8	27	69
	47%	46%	47%	47%	46%	44%	49%	48%	46%	48%	48%	45%	43%	45%	44%
Not very willing	(2) 89	54	34	40	49	20	32	11	26	24	26	17	1	4	15
	6%	7%	5%	5%	6%	4%	7%	4%	9%	6%	5%	5%	6%	7%	10%
						e			eg						j
Not at all willing	(1) 22	13	9	11	12	6	9	1	7	7	7	7	-	-	1
	1%	2%	1%	1%	2%	1%	2%	*	2%	2%	1%	2%	-	-	1%
Don't know	45	25	20	23	22	8	19	7	11	14	18	4	1	1	5
	3%	3%	3%	3%	3%	2%	4%	3%	4%	4%	3%	1%	5%	2%	3%
						e				k	k				
NETS															
Net: willing	1344	678	666	666	678	464	398	232	250	323	501	306	16	54	136
	90%	88%	91%	90%	89%	93%	87%	92%	85%	88%	91%	92%	89%	91%	87%
			a			fh		fh							
Net: not willing	111	67	44	51	61	25	41	12	32	31	33	23	1	4	16
	7%	9%	6%	7%	8%	5%	9%	5%	11%	8%	6%	7%	6%	7%	10%
		b					eg		eg						
Mean score	3.35	3.32	3.38	3.36	3.35	3.44	3.28	3.40	3.27	3.30	3.37	3.39	3.42	3.39	3.33
						fh		fh							
Standard deviation	.67	.69	.64	.66	.67	.63	.69	.60	.72	.69	.64	.68	.63	.63	.68
Standard error	.02	.03	.02	.02	.02	.03	.03	.04	.04	.04	.03	.04	.16	.08	.06

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q11. Many employers request that their employees do further training or study while in work (for example, professional qualifications and some vocational qualifications). Such further study might be required by a particular employer, or might be optional. Thinking in general about your future career, how willing, if at all, are you to undertake further training or study while in work?

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very willing	(4)	646	400	75	136	8	514	21	29	49	27	527	116
		43%	44%	44%	43%	24%	45%	42%	42%	36%	38%	44%	40%
			d	d	d		i						
Fairly willing	(3)	698	433	72	146	18	518	20	34	72	41	552	137
		47%	48%	43%	46%	55%	45%	39%	49%	52%	58%	46%	48%
										fg			
Not very willing	(2)	89	44	12	21	4	66	9	3	6	2	63	24
		6%	5%	7%	6%	13%	6%	17%	5%	5%	2%	5%	8%
					a	abc		fhij					
Not at all willing	(1)	22	11	1	9	-	16	1	1	5	-	21	2
		1%	1%	*	3%	-	1%	2%	1%	4%	-	2%	1%
										f			
Don't know		45	17	10	7	3	32	-	2	5	1	32	10
		3%	2%	6%	2%	8%	3%	-	4%	3%	1%	3%	4%
				ac		ac							
NETS													
Net: willing		1344	833	147	282	26	1033	41	63	121	67	1079	253
		90%	92%	86%	89%	79%	90%	81%	90%	88%	97%	90%	88%
			bde	e	e						gi		
Net: not willing		111	54	13	29	4	81	9	4	11	2	84	25
		7%	6%	7%	9%	13%	7%	19%	6%	8%	2%	7%	9%
						abc		fhij					
Mean score		3.35	3.38	3.38	3.32	3.12	3.37	3.22	3.35	3.25	3.36	3.36	3.32
			e	e	e		i						
Standard deviation		.67	.64	.65	.72	.63	.66	.79	.65	.72	.53	.67	.65
Standard error		.02	.02	.05	.04	.12	.02	.11	.08	.06	.06	.02	.04

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q11. Many employers request that their employees do further training or study while in work (for example, professional qualifications and some vocational qualifications). Such further study might be required by a particular employer, or might be optional. Thinking in general about your future career, how willing, if at all, are you to undertake further training or study while in work?

Base: All respondents

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very willing	(4)	646 43%	60 34%	98 47%	55 44%	59 43%	61 43%	46 41%	28 43%	83 49%	51 39%	57 46%	38 50%	10 33%
				a						a		a	a	
Fairly willing	(3)	698 47%	96 54%	96 46%	59 47%	61 44%	68 48%	58 52%	29 45%	73 43%	67 51%	46 37%	31 41%	14 47%
				hj				j			j			
Not very willing	(2)	89 6%	13 7%	8 4%	8 7%	11 8%	4 3%	3 3%	5 8%	6 3%	8 6%	15 12%	1 2%	6 20%
												befhk		
Not at all willing	(1)	22 1%	4 2%	3 1%	2 2%	2 2%	2 1%	2 2%	- -	4 2%	- -	1 1%	3 3%	- -
													i	
Don't know		45 3%	6 3%	5 2%	2 2%	4 3%	7 5%	3 2%	2 3%	4 2%	6 4%	5 4%	3 3%	- -
NETS														
Net: willing		1344 90%	156 87%	194 92%	114 90%	121 87%	129 91%	104 93%	56 88%	156 92%	118 90%	103 83%	70 91%	24 80%
				j				j		j				
Net: not willing		111 7%	17 9%	11 5%	10 8%	14 10%	6 4%	5 5%	5 8%	9 5%	8 6%	16 13%	4 5%	6 20%
				e								befh		
Mean score		3.35	3.23	3.41	3.35	3.32	3.40	3.35	3.36	3.43	3.34	3.33	3.43	3.13
				a			a			a			a	
Standard deviation		.67	.68	.64	.67	.71	.61	.64	.64	.67	.60	.73	.71	.73
Standard error		.02	.05	.04	.06	.07	.05	.06	.09	.05	.05	.07	.09	.19

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q11. Many employers request that their employees do further training or study while in work (for example, professional qualifications and some vocational qualifications). Such further study might be required by a particular employer, or might be optional. Thinking in general about your future career, how willing, if at all, are you to undertake further training or study while in work?

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very willing (4)	646 43%	63 36%	6 37%	294 43%	31 51%	79 42%	9 39%	562 46% h	200 40%	235 41%	245 42%
Fairly willing (3)	698 47%	87 50%	6 42%	327 48%	20 32%	93 50%	10 46%	570 46%	262 52%	276 48%	274 47%
Not very willing (2)	89 6%	13 7%	1 7%	33 5%	7 12%	6 3%	3 15%	56 5%	27 5%	35 6%	36 6%
Not at all willing (1)	22 1%	7 4%	1 5%	7 1%	1 2%	2 1%	- -	16 1%	5 1%	10 2%	10 2%
Don't know	45 3%	6 4%	1 8%	18 3%	2 4%	7 4%	- -	23 2%	8 2%	15 3%	15 3%
NETS											
Net: willing	1344 90%	150 85%	12 80%	621 92% ad	51 82%	172 92% ad	19 85%	1132 92% ij	462 92%	510 89%	519 89%
Net: not willing	111 7%	20 11%	2 13%	39 6%	9 14%	8 4%	3 15%	71 6%	32 6%	45 8%	47 8%
Mean score	3.35	3.21	3.21	3.38 a	3.36	3.38 a	3.24	3.39 i	3.33	3.32	3.33
Standard deviation	.67	.75	.84	.63	.78	.62	.71	.64	.63	.67	.68
Standard error	.02	.06	.23	.02	.11	.05	.15	.02	.03	.03	.03

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q11. Many employers request that their employees do further training or study while in work (for example, professional qualifications and some vocational qualifications). Such further study might be required by a particular employer, or might be optional. Thinking in general about your future career, how willing, if at all, are you to undertake further training or study while in work?

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very willing (4)	646	578	68	388	246	607	20	646	-	540	96	467	179	428	199
	43%	48%	24%	45%	42%	47%	16%	48%	-	47%	32%	45%	39%	45%	41%
		b				f		h		j		l			
Fairly willing (3)	698	536	161	402	277	593	71	698	-	538	149	500	198	466	216
	47%	44%	56%	46%	48%	46%	56%	52%	-	47%	50%	48%	43%	49%	45%
		a				e		h							
Not very willing (2)	89	57	31	52	36	63	24	-	89	44	43	48	41	39	48
	6%	5%	11%	6%	6%	5%	19%	-	80%	4%	14%	5%	9%	4%	10%
		a				e		g		i		k		m	
Not at all willing (1)	22	15	7	14	8	12	10	-	22	14	9	13	9	10	13
	1%	1%	2%	2%	1%	1%	8%	-	20%	1%	3%	1%	2%	1%	3%
						e		g		i				m	
Don't know	45	22	19	11	12	10	2	-	-	13	2	16	29	12	8
	3%	2%	6%	1%	2%	1%	1%	-	-	1%	1%	2%	6%	1%	2%
			a									k			
NETS															
Net: willing	1344	1114	229	790	522	1200	91	1344	-	1078	245	967	377	894	415
	90%	92%	80%	91%	90%	93%	72%	100%	-	94%	82%	93%	83%	94%	86%
		b				f		h		j		l		n	
Net: not willing	111	73	38	67	44	75	34	-	111	57	52	61	50	48	61
	7%	6%	13%	8%	8%	6%	27%	-	100%	5%	17%	6%	11%	5%	13%
			a			e		g		i		k		m	
Mean score	3.35	3.41	3.08	3.36	3.34	3.41	2.81	3.48	1.80	3.41	3.12	3.38	3.28	3.39	3.26
		b				f		h		j		l		n	
Standard deviation	.67	.65	.69	.67	.66	.63	.80	.50	.40	.63	.76	.64	.72	.62	.75
Standard error	.02	.02	.04	.02	.03	.02	.07	.01	.04	.02	.04	.02	.04	.02	.03

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q12. Which of the following, if any, do you use as sources of information when researching careers?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Online careers websites	1031	503	528	514	517	379	279	181	191	227	402	234	7	44	108
	69%	65%	72%	70%	68%	76%	61%	72%	65%	62%	73%	70%	40%	74%	69%
			a			fh		f			i				
Careers advisors at school/college	706	349	357	388	317	254	220	115	116	162	277	134	15	36	74
	47%	45%	49%	53%	42%	51%	48%	46%	40%	44%	50%	40%	84%	60%	47%
				d		h	h				k			ik	
Online news sites and blogs	599	279	319	279	320	219	168	95	117	123	227	157	7	28	54
	40%	36%	44%	38%	42%	44%	37%	38%	40%	33%	41%	47%	38%	46%	35%
			a			f					i			in	
Parents	598	297	301	308	289	247	178	83	91	130	235	124	7	35	63
	40%	39%	41%	42%	38%	50%	39%	33%	31%	35%	43%	37%	40%	58%	40%
						fgh	h				i			ijkn	
Teachers	594	306	288	342	252	216	185	92	101	106	256	112	10	28	77
	40%	40%	39%	46%	33%	43%	40%	37%	34%	29%	46%	33%	52%	47%	49%
				d		h					ik			ik	ik
Friends	497	276	221	253	244	182	145	70	100	114	190	110	6	23	50
	33%	36%	30%	34%	32%	37%	32%	28%	34%	31%	34%	33%	33%	39%	32%
		b				g									
Employers	469	273	196	202	266	153	159	76	81	105	169	122	8	18	43
	31%	35%	27%	27%	35%	31%	35%	30%	28%	29%	31%	37%	45%	29%	27%
		b			c		h					in			
Social media networks (such as Facebook or Twitter)	405	207	197	182	222	137	118	73	78	101	151	92	3	11	43
	27%	27%	27%	25%	29%	27%	26%	29%	26%	27%	27%	28%	18%	18%	27%
					c										
Other family members (such as siblings, uncles, cousins)	367	182	185	198	169	151	96	58	63	81	137	71	4	22	47
	24%	24%	25%	27%	22%	30%	21%	23%	21%	22%	25%	21%	23%	37%	30%
				d		fgh								ijk	k

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q12. Which of the following, if any, do you use as sources of information when researching careers?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Newspapers and other offline news sources	262	140	123	118	144	97	77	40	48	51	85	77	1	11	36
	17%	18%	17%	16%	19%	20%	17%	16%	16%	14%	15%	23%	6%	18%	23%
											ij				ij
Other (Please specify)	16	8	8	8	8	4	7	2	3	2	4	7	-	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	2%	1%
I have never researched careers or jobs	52	32	20	20	32	8	21	8	14	13	13	12	1	3	9
	3%	4%	3%	3%	4%	2%	4%	3%	5%	4%	2%	4%	5%	5%	6%
							e		e						j

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q12. Which of the following, if any, do you use as sources of information when researching careers?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Online careers websites	1031	648	106	216	19	18	797	27	49	96	50	845	178
	69%	72%	62%	68%	57%	48%	70%	53%	71%	70%	71%	71%	62%
		be		e			g		g	g	g	l	
Careers advisors at school/college	706	479	65	123	11	15	520	26	31	71	46	574	129
	47%	53%	38%	39%	32%	41%	45%	52%	44%	52%	66%	48%	45%
		bcd								fhi			
Online news sites and blogs	599	382	54	125	11	14	457	19	31	64	19	493	102
	40%	42%	32%	39%	33%	36%	40%	39%	45%	47%	28%	41%	35%
		b					j		j	j			
Parents	598	395	69	101	10	12	476	18	24	41	30	495	97
	40%	44%	41%	32%	30%	33%	42%	36%	34%	30%	44%	41%	34%
		c	c				i			i		l	
Teachers	594	403	63	103	8	5	452	19	26	58	29	493	96
	40%	45%	37%	32%	23%	12%	39%	39%	38%	42%	41%	41%	33%
		cde	e	e								l	
Friends	497	312	44	108	14	9	380	16	21	48	22	413	80
	33%	34%	26%	34%	41%	23%	33%	31%	31%	35%	31%	35%	28%
		b										l	
Employers	469	267	63	112	11	6	355	14	22	50	16	399	68
	31%	30%	37%	35%	32%	16%	31%	29%	31%	36%	23%	33%	23%
			e	e						j		l	
Social media networks (such as Facebook or Twitter)	405	244	43	90	5	9	322	9	22	30	19	332	67
	27%	27%	25%	28%	15%	25%	28%	17%	32%	22%	27%	28%	23%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q12. Which of the following, if any, do you use as sources of information when researching careers?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other family members (such as siblings, uncles, cousins)	367	248	36	63	4	11	273	9	16	35	24	292	73
	24%	27%	21%	20%	12%	29%	24%	18%	23%	26%	34%	24%	25%
		c								fg			
Newspapers and other offline news sources	262	162	19	61	6	8	199	10	13	21	16	221	40
	17%	18%	11%	19%	17%	21%	17%	21%	19%	15%	22%	19%	14%
		b		b									
Other (Please specify)	16	10	-	1	-	2	13	-	1	-	2	11	3
	1%	1%	-	*	-	5%	1%	-	1%	-	2%	1%	1%
						abc							
I have never researched careers or jobs	52	26	9	8	1	7	38	3	2	5	2	31	18
	3%	3%	6%	2%	4%	18%	3%	5%	2%	4%	2%	3%	6%
						abc						k	

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q12. Which of the following, if any, do you use as sources of information when researching careers?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Online careers websites	1031	107	154	101	101	90	67	43	120	93	92	47	18
	69%	60%	73%	80%	73%	64%	60%	67%	71%	70%	74%	61%	60%
			aef	aefk	af				a		af		
Careers advisors at school/college	706	87	102	63	54	64	62	33	86	59	58	25	12
	47%	49%	49%	50%	39%	46%	55%	51%	51%	45%	47%	33%	40%
		k	k	k			dk	k	dk				
Online news sites and blogs	599	70	99	54	53	48	37	19	60	61	56	25	14
	40%	39%	47%	43%	39%	34%	33%	30%	36%	46%	45%	33%	46%
			efgh							efg			
Parents	598	68	96	53	50	57	49	19	68	48	49	31	10
	40%	38%	46%	42%	37%	40%	44%	30%	40%	36%	39%	40%	34%
			g										
Teachers	594	70	78	53	44	52	53	28	73	45	51	34	12
	40%	39%	37%	42%	32%	37%	47%	44%	43%	34%	41%	45%	40%
							di						
Friends	497	62	73	48	38	50	42	13	48	35	47	27	14
	33%	35%	35%	38%	28%	35%	38%	21%	28%	27%	38%	36%	46%
		g	g	g		g	g				g		
Employers	469	59	58	38	46	45	37	21	48	40	35	29	12
	31%	33%	28%	30%	33%	32%	33%	33%	28%	31%	28%	38%	40%
Social media networks (such as Facebook or Twitter)	405	44	60	39	33	30	33	21	50	34	31	20	8
	27%	25%	29%	31%	24%	22%	29%	33%	30%	26%	25%	27%	27%
Other family members (such as siblings, uncles, cousins)	367	41	56	32	34	35	27	13	39	27	37	19	8
	24%	23%	26%	25%	24%	25%	24%	21%	23%	21%	30%	24%	27%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q12. Which of the following, if any, do you use as sources of information when researching careers?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Newspapers and other offline news sources	262	37	35	26	25	28	21	11	23	17	25	9	4
	17%	21%	17%	21%	18%	20%	19%	18%	14%	13%	21%	11%	13%
Other (Please specify)	16	2	5	1	1	2	1	-	3	1	-	-	-
	1%	1%	2%	1%	1%	1%	1%	-	2%	1%	-	-	-
I have never researched careers or jobs	52	7	3	2	6	4	4	4	5	7	4	5	-
	3%	4%	1%	2%	4%	3%	4%	7%	3%	5%	3%	7%	-
								b		b		b	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q12. Which of the following, if any, do you use as sources of information when researching careers?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Online careers websites	1031 69%	89 51%	8 50%	500 74%	48 77%	120 64%	10 46%	864 70%	313 62%	354 62%	392 67%
				ae	a	a		hi			
Careers advisors at school/college	706 47%	65 37%	8 54%	351 52%	31 51%	100 53%	12 56%	600 49%	237 47%	258 45%	260 45%
				a		a					
Online news sites and blogs	599 40%	50 28%	6 40%	285 42%	19 31%	64 34%	6 26%	507 41%	188 37%	214 38%	234 40%
				a							
Parents	598 40%	66 37%	6 39%	284 42%	25 41%	71 38%	12 53%	506 41%	214 43%	218 38%	232 40%
Teachers	594 40%	61 35%	9 62%	320 47%	27 43%	58 31%	9 39%	525 43%	191 38%	226 40%	192 33%
				ae				j		j	
Friends	497 33%	56 32%	3 20%	226 33%	22 35%	57 31%	12 54%	421 34%	183 36%	200 35%	190 33%
Employers	469 31%	48 27%	9 59%	201 30%	16 27%	62 33%	12 51%	400 33%	179 36%	192 34%	191 33%
Social media networks (such as Facebook or Twitter)	405 27%	41 23%	4 25%	179 26%	16 26%	63 34%	6 25%	333 27%	141 28%	185 32%	158 27%
						ac				g	
Other family members (such as siblings, uncles, cousins)	367 24%	41 23%	4 25%	180 27%	15 23%	45 24%	4 20%	316 26%	115 23%	124 22%	117 20%
								j			

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q12. Which of the following, if any, do you use as sources of information when researching careers?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Newspapers and other offline news sources	262	31	3	109	11	28	1	220	99	95	102
	17%	18%	23%	16%	18%	15%	4%	18%	20%	17%	18%
Other (Please specify)	16	1	-	5	-	2	-	12	4	6	7
	1%	1%	-	1%	-	1%	-	1%	1%	1%	1%
I have never researched careers or jobs	52	12	-	18	1	6	-	35	16	22	22
	3%	7%	-	3%	2%	3%	-	3%	3%	4%	4%
		c									

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q12. Which of the following, if any, do you use as sources of information when researching careers?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Online careers websites	1031	874	156	587	414	927	54	963	51	818	192	772	259	671	334
	69%	72%	54%	68%	71%	72%	43%	72%	46%	71%	64%	74%	57%	70%	69%
		b				f		h		j		l			
Careers advisors at school/college	706	590	115	409	276	642	33	666	28	576	117	585	121	527	169
	47%	49%	40%	47%	48%	50%	26%	50%	25%	50%	39%	56%	26%	55%	35%
		b				f		h		j		l		n	
Online news sites and blogs	599	507	91	343	236	531	35	550	38	470	111	447	152	373	208
	40%	42%	32%	40%	41%	41%	28%	41%	34%	41%	37%	43%	33%	39%	43%
		b				f						l			
Parents	598	480	117	360	217	523	42	559	33	466	121	459	139	395	186
	40%	40%	41%	42%	37%	41%	33%	42%	29%	41%	41%	44%	30%	41%	38%
								h				l			
Teachers	594	507	85	358	221	526	41	558	29	478	106	490	103	430	151
	40%	42%	30%	41%	38%	41%	32%	41%	26%	42%	35%	47%	23%	45%	31%
		b						h				l		n	
Friends	497	413	83	285	198	434	42	462	28	391	97	380	117	330	149
	33%	34%	29%	33%	34%	34%	33%	34%	25%	34%	33%	36%	26%	35%	31%
								h				l			
Employers	469	410	58	303	156	419	38	434	29	395	67	372	97	317	142
	31%	34%	20%	35%	27%	33%	30%	32%	26%	34%	22%	36%	21%	33%	29%
		b		d						j		l			
Social media networks (such as Facebook or Twitter)	405	338	66	238	157	353	31	372	28	322	76	315	90	267	128
	27%	28%	23%	27%	27%	28%	25%	28%	26%	28%	25%	30%	20%	28%	26%
												l			

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q12. Which of the following, if any, do you use as sources of information when researching careers?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other family members (such as siblings, uncles, cousins)	367	309	57	192	161	336	14	348	13	289	73	278	89	246	110
	24%	26%	20%	22%	28%	26%	11%	26%	11%	25%	24%	27%	20%	26%	23%
		b			c							l			
Newspapers and other offline news sources	262	218	43	162	94	228	26	249	12	215	41	203	59	177	83
	17%	18%	15%	19%	16%	18%	20%	19%	11%	19%	14%	19%	13%	19%	17%
								h		j		l			
Other (Please specify)	16	13	1	5	8	12	-	13	-	13	1	11	5	7	6
	1%	1%	*	1%	1%	1%	-	1%	-	1%	*	1%	1%	1%	1%
I have never researched careers or jobs	52	19	32	20	21	30	6	31	6	19	15	14	37	16	18
	3%	2%	11%	2%	4%	2%	5%	2%	5%	2%	5%	1%	8%	2%	4%
			a								i		k		m

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13_SUM. When researching careers, how useful, if at all, have you found each of the following as sources of information?

SUMMARY TABLE

Base: All who have researched careers

							NETS		
	Total	Very useful	Fairly useful	Not very useful	Not at all useful	Don't know	Net: useful	Net: not useful	Mean
Teachers	594 100%	199 33%	305 51%	73 12%	7 1%	10 2%	503 85%	80 14%	3.19
Friends	497 100%	81 16%	270 54%	125 25%	10 2%	11 2%	351 71%	135 27%	2.87
Employers	469 100%	187 40%	233 50%	29 6%	9 2%	11 2%	420 90%	38 8%	3.31
Parents	598 100%	160 27%	341 57%	71 12%	15 2%	10 2%	501 84%	86 14%	3.10
Other family members (such as siblings, uncles, cousins)	367 100%	83 23%	218 59%	53 15%	7 2%	7 2%	300 82%	60 16%	3.04
Online news sites and blogs	599 100%	169 28%	326 55%	79 13%	6 1%	18 3%	496 83%	85 14%	3.13
Online careers websites	1031 100%	479 46%	475 46%	63 6%	4 *	10 1%	954 93%	66 6%	3.40
Newspapers and other offline news sources	262 100%	54 21%	136 52%	59 23%	7 3%	6 2%	190 72%	66 25%	2.93
Careers advisors at school/college	706 100%	253 36%	320 45%	114 16%	12 2%	7 1%	574 81%	125 18%	3.17
Social media networks (such as Facebook or Twitter)	405 100%	78 19%	176 44%	124 31%	18 5%	8 2%	255 63%	142 35%	2.79
Other	16 100%	10 60%	4 22%	- -	- -	3 18%	13 82%	- -	3.73

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Teachers.

Base: All who have researched careers

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	*m	n
Unweighted Total	599	296	303	344	255	221	186	91	101	109	267	108	8	29	72
Weighted Total	594	306	288	342	252	216	185	92	101	106	256	112	10	28	77
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful (4)	199 33%	119 39%	79 28%	113 33%	86 34%	50 23%	72 39%	30 33%	46 46%	39 37%	80 31%	41 37%	5 55%	7 24%	25 32%
Fairly useful (3)	305 51%	155 51%	150 52%	182 53%	123 49%	123 57%	95 51%	45 49%	41 41%	48 45%	137 54%	54 48%	2 25%	21 73%	39 50%
Not very useful (2)	73 12%	28 9%	45 16%	42 12%	31 12%	35 16%	15 8%	13 14%	9 9%	14 13%	34 13%	14 13%	1 11%	1 3%	9 12%
Not at all useful (1)	7 1%	2 1%	5 2%	3 1%	5 2%	3 2%	- -	1 1%	3 3%	3 3%	1 *	- -	1 9%	- -	2 3%
Don't know	10 2%	2 1%	8 3%	3 1%	7 3%	4 2%	2 1%	3 3%	1 1%	2 2%	4 2%	2 2%	- -	- -	2 3%
NETS															
Net: useful	503 85%	274 90%	229 80%	294 86%	209 83%	173 80%	167 90%	75 82%	88 87%	87 82%	217 85%	95 85%	8 80%	28 97%	63 82%
Net: not useful	80 14%	30 10%	51 18%	44 13%	36 14%	39 18%	15 8%	14 15%	12 12%	17 16%	35 14%	14 13%	2 20%	1 3%	11 15%
Mean score	3.19	3.29 b	3.08	3.19	3.18	3.04	3.31 e	3.17	3.31 e	3.19	3.17	3.25	3.26	3.22	3.15
Standard deviation	.69	.66	.72	.67	.72	.68	.62	.70	.77	.78	.66	.67	1.04	.48	.75
Standard error	.03	.04	.04	.04	.05	.05	.05	.08	.08	.08	.04	.07	.37	.09	.09

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Teachers.

Base: All who have researched careers

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/Pupil	Left This Summer	Employed/Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/Asian British	Black/Black British	Yes	No
		a	b	c	*d	*e	f	*g	*h	i	j	k	l
Significance Level: 95%													
Unweighted Total	599	405	67	104	7	5	450	20	26	61	32	495	99
Weighted Total	594	403	63	103	8	5	452	19	26	58	29	493	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 199 33%	138 34%	20 32%	31 30%	2 31%	1 27%	153 34%	4 20%	8 29%	21 36%	13 44%	164 33%	34 35%
Fairly useful	(3) 305 51%	217 54%	29 46%	54 52%	1 10%	2 55%	227 50%	12 64%	13 49%	35 61%	11 38%	247 50%	54 56%
Not very useful	(2) 73 12%	42 10%	8 13%	15 14%	3 43%	1 18%	57 13%	2 10%	6 21%	1 2%	5 18%	65 13%	8 9%
Not at all useful	(1) 7 1%	3 1%	4 6%	1 1%	- -	- -	6 1%	- -	- -	1 2%	- -	7 1%	- -
Don't know	10 2%	4 1%	3 4%	2 2%	1 16%	- -	9 2%	1 6%	- -	- -	- -	9 2%	- -
NETS													
Net: useful	503 85%	355 88%	49 77%	85 82%	3 41%	4 82%	380 84%	16 84%	21 79%	56 97%	23 82%	412 84%	88 91%
Net: not useful	80 14%	44 11%	12 18%	16 15%	3 43%	1 18%	64 14%	2 10%	6 21%	2 3%	5 18%	72 15%	8 9%
Mean score	3.19	3.23	3.08	3.14	2.86	3.09	3.19	3.10	3.08	3.31	3.25	3.18	3.27
Standard deviation	.69	.65	.84	.70	1.01	.75	.71	.57	.72	.59	.76	.71	.61
Standard error	.03	.03	.11	.07	.41	.34	.03	.13	.14	.08	.13	.03	.06

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Teachers.

Base: All who have researched careers

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	*g	h	i	j	*k	*l
Significance Level: 95%													
Unweighted Total	599	88	88	50	37	52	52	26	85	45	42	28	6
Weighted Total	594	70	78	53	44	52	53	28	73	45	51	34	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	199	23	17	15	18	21	17	12	29	11	13	8
		33%	33%	22%	29%	41%	41%	32%	42%	40%	25%	26%	39%
					b	b			b				
Fairly useful	(3)	305	40	49	23	23	25	33	11	35	24	25	4
		51%	57%	62%	44%	52%	48%	63%	39%	47%	53%	50%	33%
				c									
Not very useful	(2)	73	6	9	13	1	4	2	6	8	8	10	-
		12%	9%	12%	25%	3%	7%	3%	20%	10%	18%	19%	-
				adefh						df	df		
Not at all useful	(1)	7	-	2	-	1	1	-	-	1	1	-	-
		1%	-	3%	-	3%	2%	-	-	1%	2%	-	-
Don't know		10	1	1	1	1	1	1	-	1	1	2	-
		2%	1%	1%	2%	2%	2%	2%	-	1%	2%	5%	-
NETS													
Net: useful	503	63	66	39	41	46	50	23	64	35	39	27	12
	85%	90%	84%	73%	92%	89%	95%	80%	87%	78%	76%	79%	100%
		cj			c	c	cij		c				
Net: not useful	80	6	12	13	2	5	2	6	8	9	10	7	-
	14%	9%	15%	25%	5%	9%	3%	20%	11%	20%	19%	21%	-
			f	adefh						f	f		
Mean score	3.19	3.24	3.03	3.04	3.33	3.31	3.29	3.22	3.28	3.03	3.07	3.15	3.67
		b			b	b	bi		b				
Standard deviation	.69	.61	.69	.75	.67	.69	.53	.76	.70	.73	.69	.84	.49
Standard error	.03	.07	.07	.11	.11	.10	.07	.15	.08	.11	.11	.16	.20

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Teachers.

Base: All who have researched careers

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	*d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	599	60	9	334	22	59	9	533	191	224	192
Weighted Total	594	61	9	320	27	58	9	525	191	226	192
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 199 33%	27 44%	4 40%	99 31%	5 18%	25 42%	2 26%	178 34%	72 38%	98 43%	67 35%
Fairly useful	(3) 305 51%	24 39%	6 60%	176 55%	17 64%	27 47%	4 43%	270 52%	95 50%	101 45%	97 51%
Not very useful	(2) 73 12%	9 15%	- -	37 11%	5 18%	5 9%	3 31%	61 12%	20 10%	25 11%	20 10%
Not at all useful	(1) 7 1%	- -	- -	5 2%	- -	1 2%	- -	6 1%	2 1%	2 1%	3 2%
Don't know	10 2%	1 2%	- -	4 1%	- -	- -	- -	9 2%	2 1%	- -	4 2%
				a						g	i
NETS											
Net: useful	503 85%	51 83%	9 100%	274 86%	22 82%	52 89%	6 69%	449 86%	167 87%	199 88%	165 86%
Net: not useful	80 14%	9 15%	- -	42 13%	5 18%	7 11%	3 31%	67 13%	22 11%	27 12%	23 12%
Mean score	3.19	3.29	3.40	3.16	2.99	3.29	2.95	3.20	3.25	3.31	3.22
Standard deviation	.69	.72	.52	.68	.61	.72	.80	.69	.68	.70	.70
Standard error	.03	.09	.17	.04	.13	.09	.27	.03	.05	.05	.05

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Teachers.

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	*h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	599	512	86	362	223	530	41	564	28	480	109	495	104	433	154	
Weighted Total	594	507	85	358	221	526	41	558	29	478	106	490	103	430	151	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	199	183	15	134	59	181	13	192	6	182	16	169	30	166	27
		33%	36%	18%	37%	27%	34%	31%	34%	22%	38%	15%	34%	29%	39%	18%
			b		d						j				n	
Fairly useful	(3)	305	248	57	186	113	272	18	283	17	233	68	257	48	221	80
		51%	49%	67%	52%	51%	52%	45%	51%	58%	49%	64%	52%	46%	51%	53%
			a								i					
Not very useful	(2)	73	65	8	32	40	60	9	67	6	53	20	57	16	35	37
		12%	13%	10%	9%	18%	11%	22%	12%	20%	11%	19%	12%	16%	8%	24%
				c							i				m	
Not at all useful	(1)	7	6	2	2	5	5	1	7	-	5	2	4	3	4	3
		1%	1%	2%	1%	2%	1%	3%	1%	-	1%	2%	1%	3%	1%	2%
													k			
Don't know		10	6	3	4	5	7	-	8	-	6	1	4	6	3	4
		2%	1%	3%	1%	2%	1%	-	1%	-	1%	1%	1%	6%	1%	3%
													k			
NETS																
Net: useful		503	431	72	320	172	453	31	475	23	415	83	426	78	388	107
		85%	85%	85%	89%	78%	86%	76%	85%	80%	87%	79%	87%	75%	90%	71%
					d						j		l		n	
Net: not useful		80	70	10	34	44	66	10	74	6	58	22	61	20	39	40
		14%	14%	12%	10%	20%	12%	24%	13%	20%	12%	20%	12%	19%	9%	27%
					c			e			i				m	
Mean score		3.19	3.21	3.05	3.28	3.05	3.21	3.04	3.20	3.01	3.25	2.93	3.21	3.07	3.29	2.89
			b		d						j				n	
Standard deviation		.69	.70	.61	.64	.74	.68	.81	.70	.66	.69	.63	.67	.79	.65	.72
Standard error		.03	.03	.07	.03	.05	.03	.13	.03	.12	.03	.06	.03	.08	.03	.06

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Friends.

Base: All who have researched careers

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	*m	n
Significance Level: 95%															
Unweighted Total	497	266	231	255	242	185	144	69	99	116	195	107	5	23	48
Weighted Total	497	276	221	253	244	182	145	70	100	114	190	110	6	23	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 81 16%	43 16%	38 17%	40 16%	41 17%	27 15%	27 19%	12 16%	15 15%	28 25%	25 13%	17 15%	- -	4 19%	7 13%
Fairly useful	(3) 270 54%	154 56%	116 53%	140 55%	129 53%	95 52%	82 57%	37 53%	55 55%	52 46%	109 57%	58 53%	5 83%	13 55%	30 60%
Not very useful	(2) 125 25%	65 24%	59 27%	65 26%	60 24%	52 28%	29 20%	18 25%	26 26%	27 24%	51 27%	28 25%	1 17%	6 25%	12 23%
Not at all useful	(1) 10 2%	6 2%	4 2%	4 2%	5 2%	3 2%	4 3%	1 1%	2 2%	3 2%	3 1%	4 3%	- -	- -	1 2%
Don't know	11 2%	7 3%	4 2%	4 1%	8 3%	5 3%	2 1%	3 4%	2 2%	4 3%	3 1%	4 3%	- -	- -	1 2%
NETS															
Net: useful	351 71%	197 71%	154 70%	180 71%	171 70%	122 67%	110 76%	49 70%	70 70%	80 70%	134 70%	75 68%	5 83%	17 75%	37 73%
Net: not useful	135 27%	72 26%	63 29%	70 27%	65 27%	55 30%	33 23%	19 27%	27 27%	30 26%	54 28%	31 29%	1 17%	6 25%	13 25%
Mean score	2.87	2.87	2.87	2.86	2.88	2.83	2.93	2.88	2.86	2.96	2.83	2.83	2.83	2.94	2.86
Standard deviation	.70	.70	.71	.69	.71	.70	.71	.70	.69	.78	.66	.73	.41	.68	.65
Standard error	.03	.04	.05	.04	.05	.05	.06	.09	.07	.07	.05	.07	.18	.14	.10

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Friends.

Base: All who have researched careers

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	*d	*e	f	*g	*h	i	*j	k	l	
Significance Level: 95%														
Unweighted Total		497	311	47	106	13	9	375	14	22	50	24	410	82
Weighted Total		497	312	44	108	14	9	380	16	21	48	22	413	80
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	81 16%	42 14%	7 16%	22 21%	5 37%	1 15%	66 18%	5 31%	3 14%	4 8%	2 11%	67 16%	15 18%
Fairly useful	(3)	270 54%	180 58%	25 57%	50 46%	6 46%	4 48%	191 50%	6 37%	14 65%	33 68%	18 85%	228 55%	39 49%
			c							f				
Not very useful	(2)	125 25%	78 25%	9 21%	31 29%	1 8%	3 37%	105 28%	5 32%	3 16%	8 16%	1 4%	102 25%	22 28%
Not at all useful	(1)	10 2%	6 2%	- -	3 3%	- -	- -	8 2%	- -	- -	2 4%	- -	8 2%	1 1%
Don't know		11 2%	6 2%	3 6%	1 1%	1 8%	- -	9 2%	- -	1 5%	2 4%	- -	8 2%	2 3%
NETS														
Net: useful		351 71%	222 71%	32 73%	72 67%	11 83%	5 63%	258 68%	11 68%	17 78%	37 76%	21 96%	295 71%	54 68%
Net: not useful		135 27%	84 27%	9 21%	34 32%	1 8%	3 37%	113 30%	5 32%	3 16%	10 20%	1 4%	110 27%	23 29%
Mean score		2.87	2.84	2.95	2.86	3.32	2.77	2.85	2.98	2.98	2.83	3.07	2.87	2.87
Standard deviation		.70	.67	.64	.78	.65	.73	.73	.82	.58	.63	.39	.69	.72
Standard error		.03	.04	.10	.08	.19	.24	.04	.22	.13	.09	.08	.03	.08

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Friends.

Base: All who have researched careers

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	*g	h	i	j	*k	*l
Significance Level: 95%														
Unweighted Total		497	77	82	45	32	50	41	12	55	35	39	22	7
Weighted Total		497	62	73	48	38	50	42	13	48	35	47	27	14
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	81 16%	10 17%	10 14%	8 17%	8 22%	10 19%	3 7%	- -	5 11%	6 18%	12 25%	4 14%	4 28%
Fairly useful	(3)	270 54%	34 55%	37 50%	20 43%	20 53%	29 58%	27 64%	7 55%	25 53%	19 54%	22 47%	20 72%	10 72%
Not very useful	(2)	125 25%	13 21%	23 32%	17 36%	8 22%	9 19%	11 26%	6 45%	16 33%	8 22%	10 20%	4 14%	- -
Not at all useful	(1)	10 2%	2 4%	2 2%	1 2%	- -	1 2%	- -	- -	- -	2 7%	1 3%	- -	- -
Don't know		11 2%	3 4%	1 1%	1 2%	1 3%	1 2%	1 2%	- -	2 3%	- -	2 5%	- -	- -
NETS														
Net: useful		351 71%	44 71%	47 64%	29 60%	28 75%	38 77%	30 72%	7 55%	31 64%	25 71%	34 72%	23 86%	14 100%
Net: not useful		135 27%	15 24%	25 34%	18 38%	8 22%	10 21%	11 26%	6 45%	16 33%	10 29%	11 23%	4 14%	- -
Mean score		2.87	2.88	2.77	2.77	3.00	2.96	2.81	2.55	2.77	2.83	3.00	3.00	3.28
Standard deviation		.70	.73	.72	.77	.69	.70	.56	.52	.64	.81	.78	.53	.47
Standard error		.03	.09	.08	.12	.12	.10	.09	.15	.09	.14	.13	.11	.18

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Friends.

Base: All who have researched careers

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	*d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	497	57	3	233	18	57	12	425	180	196	189
Weighted Total	497	56	3	226	22	57	12	421	183	200	190
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 81 16%	13 24%	- -	31 14%	10 44%	13 22%	2 18%	66 16%	35 19%	46 23%	44 23%
										g 9	g 9
Fairly useful	(3) 270 54%	32 58%	1 31%	126 56%	7 34%	33 58%	6 52%	233 55%	102 56%	109 55%	95 50%
Not very useful	(2) 125 25%	9 16%	2 69%	62 28%	2 11%	9 16%	4 30%	103 25%	40 22%	40 20%	44 23%
Not at all useful	(1) 10 2%	1 2%	- -	3 2%	1 6%	1 1%	- -	10 2%	4 2%	2 1%	5 3%
Don't know	11 2%	- -	- -	3 1%	1 5%	2 3%	- -	9 2%	2 1%	3 1%	2 1%
NETS											
Net: useful	351 71%	46 82%	1 31%	158 70%	17 78%	46 79%	8 70%	298 71%	137 75%	155 78%	139 73%
Net: not useful	135 27%	10 18%	2 69%	66 29%	4 17%	10 18%	4 30%	113 27%	44 24%	42 21%	49 26%
Mean score	2.87	3.03	2.31	2.83	3.23	3.03	2.88	2.86	2.93	3.01	2.95
		c				c				g	
Standard deviation	.70	.70	.57	.67	.90	.67	.71	.70	.70	.69	.76
Standard error	.03	.09	.33	.04	.22	.09	.21	.03	.05	.05	.06

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Friends.

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	*h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	497	412	84	283	200	432	42	463	26	388	100	383	114	329	151	
Weighted Total	497	413	83	285	198	434	42	462	28	391	97	380	117	330	149	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	81	74	7	51	29	78	3	73	7	70	11	55	26	61	17
		16%	18%	9%	18%	15%	18%	7%	16%	26%	18%	11%	15%	22%	19%	11%
			b										k		n	
Fairly useful	(3)	270	223	46	168	97	236	26	257	9	213	53	213	57	184	82
		54%	54%	56%	59%	49%	54%	61%	56%	33%	54%	54%	56%	48%	56%	55%
				d												
Not very useful	(2)	125	100	25	55	64	103	14	113	11	96	29	95	29	74	43
		25%	24%	30%	19%	32%	24%	32%	25%	41%	24%	30%	25%	25%	22%	29%
				c												
Not at all useful	(1)	10	8	2	4	6	10	-	10	-	7	3	8	2	7	3
		2%	2%	3%	1%	3%	2%	-	2%	-	2%	3%	2%	1%	2%	2%
Don't know		11	8	3	8	2	8	-	9	-	6	2	8	3	5	4
		2%	2%	3%	3%	1%	2%	-	2%	-	2%	2%	2%	3%	1%	3%
NETS																
Net: useful		351	297	54	219	126	313	29	330	16	283	64	268	83	245	99
		71%	72%	64%	77%	64%	72%	68%	71%	59%	72%	65%	71%	71%	74%	66%
				d												
Net: not useful		135	108	27	59	70	113	14	123	11	102	32	104	31	81	46
		27%	26%	32%	21%	35%	26%	32%	27%	41%	26%	33%	27%	27%	24%	31%
				c												
Mean score		2.87	2.90	2.73	2.96	2.76	2.89	2.75	2.87	2.84	2.90	2.75	2.85	2.94	2.92	2.78
			b		d										n	
Standard deviation		.70	.70	.66	.66	.74	.71	.58	.69	.82	.70	.69	.69	.74	.70	.67
Standard error		.03	.04	.07	.04	.05	.03	.09	.03	.16	.04	.07	.04	.07	.04	.06

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Employers.

Base: All who have researched careers

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	*m	n	
Significance Level: 95%																
Unweighted Total	461	262	199	204	257	153	154	74	80	106	172	111	8	18	42	
Weighted Total	469	273	196	202	266	153	159	76	81	105	169	122	8	18	43	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	187	115	72	77	111	52	66	32	37	44	71	49	2	6	15
		40%	42%	37%	38%	41%	34%	42%	43%	46%	42%	42%	40%	28%	35%	35%
Fairly useful	(3)	233	132	100	99	133	87	79	35	32	50	76	68	5	8	23
		50%	48%	51%	49%	50%	57%	49%	46%	40%	47%	45%	55%	59%	48%	55%
Not very useful	(2)	29	15	14	13	16	8	5	7	9	7	14	5	1	-	1
		6%	5%	7%	7%	6%	5%	3%	9%	11%	7%	8%	4%	13%	-	3%
Not at all useful	(1)	9	5	3	5	4	3	4	-	2	2	4	-	-	2	1
		2%	2%	2%	3%	1%	2%	3%	-	2%	2%	2%	-	-	10%	3%
Don't know		11	6	6	8	3	4	5	2	1	3	4	1	-	1	2
		2%	2%	3%	4%	1%	3%	3%	2%	1%	3%	2%	1%	-	7%	5%
NETS																
Net: useful		420	247	173	176	244	139	145	67	69	93	147	116	7	15	38
		90%	91%	88%	87%	92%	90%	91%	89%	85%	89%	87%	95%	87%	83%	90%
Net: not useful		38	20	17	18	19	11	10	7	11	9	18	5	1	2	2
		8%	7%	9%	9%	7%	7%	6%	9%	13%	9%	11%	4%	13%	10%	5%
Mean score		3.31	3.33	3.27	3.27	3.33	3.26	3.34	3.35	3.31	3.32	3.30	3.36	3.15	3.17	3.29
Standard deviation		.67	.68	.67	.70	.65	.64	.68	.64	.76	.68	.73	.56	.66	.90	.66
Standard error		.03	.04	.05	.05	.04	.05	.06	.08	.09	.07	.06	.05	.23	.22	.10

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Employers.

Base: All who have researched careers

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	*d	*e	f	*g	*h	i	*j	k	l	
Significance Level: 95%														
Unweighted Total		461	262	63	110	10	6	343	14	21	51	18	392	67
Weighted Total		469	267	63	112	11	6	355	14	22	50	16	399	68
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	187	103	25	48	5	2	137	5	9	23	8	166	21
		40%	39%	41%	43%	43%	26%	39%	35%	43%	47%	53%	42%	31%
Fairly useful	(3)	233	143	23	57	3	3	178	8	11	24	6	196	36
		50%	54%	37%	51%	29%	55%	50%	52%	49%	49%	37%	49%	53%
Not very useful	(2)	29	10	10	5	1	1	24	1	1	2	-	25	4
		6%	4%	15%	5%	10%	19%	7%	8%	4%	4%	-	6%	6%
Not at all useful	(1)	9	4	3	1	1	-	6	1	1	-	-	4	5
		2%	2%	4%	1%	8%	-	2%	5%	4%	-	-	1%	7%
														k
Don't know		11	7	2	1	1	-	10	-	-	-	2	8	2
		2%	2%	3%	1%	10%	-	3%	-	-	-	10%	2%	3%
NETS														
Net: useful		420	247	49	105	8	5	315	13	20	48	14	362	57
		90%	92%	78%	94%	72%	81%	89%	87%	92%	96%	90%	91%	84%
			b		b									
Net: not useful		38	14	12	6	2	1	30	2	2	2	-	29	9
		8%	5%	20%	6%	18%	19%	8%	13%	8%	4%	-	7%	13%
														ac
Mean score		3.31	3.33	3.17	3.37	3.19	3.07	3.29	3.16	3.32	3.43	3.59	3.34	3.12
													l	
Standard deviation		.67	.63	.85	.61	1.01	.73	.67	.81	.73	.58	.51	.64	.81
Standard error		.03	.04	.11	.06	.34	.30	.04	.22	.16	.08	.13	.03	.10

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Employers.

Base: All who have researched careers

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	*g	h	i	*j	*k	*l
Significance Level: 95%														
Unweighted Total		461	74	63	35	37	44	37	19	54	40	29	23	6
Weighted Total		469	59	58	38	46	45	37	21	48	40	35	29	12
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	187 40%	19 32%	19 33%	15 40%	16 35%	17 37%	19 51%	11 53%	20 42%	17 43%	18 51%	11 40%	4 33%
Fairly useful	(3)	233 50%	32 53%	35 60%	20 52%	26 57%	24 53%	13 35%	8 37%	18 38%	22 55%	13 38%	14 48%	8 67%
Not very useful	(2)	29 6%	2 4%	5 8%	1 2%	3 6%	3 6%	3 8%	2 10%	8 17%	- -	- -	2 8%	- -
Not at all useful	(1)	9 2%	4 7%	- -	2 6%	- -	2 4%	- -	- -	- -	1 2%	- -	- -	- -
Don't know		11 2%	2 4%	- -	- -	1 2%	- -	2 5%	- -	1 2%	- -	4 10%	1 4%	- -
NETS														
Net: useful		420 90%	51 85%	54 92%	35 92%	42 92%	41 90%	32 87%	19 90%	38 81%	39 98%	32 90%	25 87%	12 100%
Net: not useful		38 8%	6 11%	5 8%	3 8%	3 6%	5 10%	3 8%	2 10%	8 17%	1 2%	- -	2 8%	- -
Mean score		3.31	3.15	3.25	3.27	3.30	3.23	3.46	3.43	3.26	3.39	3.57	3.33	3.33
Standard deviation		.67	.80	.59	.77	.58	.74	.66	.68	.75	.61	.50	.64	.49
Standard error		.03	.10	.07	.13	.10	.11	.11	.16	.10	.10	.10	.14	.20

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Employers.

Base: All who have researched careers

		QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
		a	*b	c	*d	e	*f	g	h	i	j	
Significance Level: 95%												
Unweighted Total		461	49	8	205	14	62	12	394	179	190	188
Weighted Total		469	48	9	201	16	62	12	400	179	192	191
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	187	19	4	79	7	24	6	160	81	82	80
		40%	40%	44%	39%	44%	39%	51%	40%	45%	43%	42%
Fairly useful	(3)	233	22	4	103	6	30	3	206	78	89	99
		50%	46%	43%	51%	35%	48%	26%	52%	44%	46%	51%
Not very useful	(2)	29	4	1	10	-	6	3	20	13	14	10
		6%	9%	13%	5%	-	10%	24%	5%	7%	7%	5%
Not at all useful	(1)	9	2	-	5	-	2	-	5	3	5	-
		2%	4%	-	3%	-	3%	-	1%	1%	3%	-
										j		
Don't know		11	1	-	4	4	1	-	8	5	3	3
		2%	2%	-	2%	22%	1%	-	2%	3%	2%	2%
NETS												
Net: useful		420	41	8	182	13	54	9	366	159	171	178
		90%	86%	87%	90%	78%	87%	76%	92%	88%	89%	93%
Net: not useful		38	6	1	15	-	8	3	25	16	19	10
		8%	13%	13%	8%	-	12%	24%	6%	9%	10%	5%
Mean score		3.31	3.24	3.32	3.30	3.56	3.24	3.27	3.33	3.36	3.31	3.37
Standard deviation		.67	.77	.73	.69	.52	.74	.86	.64	.69	.72	.59
Standard error		.03	.11	.26	.05	.16	.09	.25	.03	.05	.05	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Employers.

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	*h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	461	403	57	300	151	413	36	427	28	388	67	365	96	312	140	
Weighted Total	469	410	58	303	156	419	38	434	29	395	67	372	97	317	142	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	187	175	12	137	49	171	16	177	9	170	17	159	28	138	48
		40%	43%	21%	45%	32%	41%	41%	41%	31%	43%	25%	43%	29%	43%	33%
			b		d						j		l		n	
Fairly useful	(3)	233	196	37	141	85	208	17	220	10	189	41	178	55	153	76
		50%	48%	64%	46%	55%	50%	44%	51%	36%	48%	61%	48%	56%	48%	54%
				a								i				
Not very useful	(2)	29	24	5	16	13	23	4	22	6	21	6	20	9	14	13
		6%	6%	9%	5%	8%	5%	10%	5%	21%	5%	9%	5%	9%	4%	9%
Not at all useful	(1)	9	6	2	4	4	7	2	5	3	6	2	8	1	7	2
		2%	2%	4%	1%	3%	2%	4%	1%	12%	2%	4%	2%	1%	2%	1%
Don't know		11	9	1	5	4	10	-	10	-	9	1	7	4	5	4
		2%	2%	2%	2%	3%	2%	-	2%	-	2%	1%	2%	4%	2%	3%
NETS																
Net: useful		420	371	49	277	134	379	32	397	19	359	58	337	83	291	124
		90%	90%	85%	92%	86%	90%	85%	91%	67%	91%	86%	91%	86%	92%	87%
Net: not useful		38	30	8	21	17	30	5	27	10	27	8	28	10	21	14
		8%	7%	13%	7%	11%	7%	15%	6%	33%	7%	12%	7%	10%	7%	10%
Mean score		3.31	3.35	3.04	3.38	3.19	3.33	3.23	3.34	2.86	3.35	3.09	3.34	3.19	3.35	3.23
			b		d						j					
Standard deviation		.67	.66	.70	.66	.70	.66	.81	.63	1.01	.66	.70	.68	.64	.67	.66
Standard error		.03	.03	.09	.04	.06	.03	.13	.03	.19	.03	.09	.04	.07	.04	.06

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Parents.

Base: All who have researched careers

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total	600	287	313	315	285	249	177	83	91	132	243	119	7	34	61	
Weighted Total	598	297	301	308	289	247	178	83	91	130	235	124	7	35	63	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	160	91	70	91	69	61	55	20	25	33	59	33	3	11	19
		27%	31%	23%	30%	24%	25%	31%	24%	27%	26%	25%	27%	43%	33%	31%
			b													
Fairly useful	(3)	341	161	180	169	172	153	95	48	45	72	132	74	3	19	38
		57%	54%	60%	55%	59%	62%	53%	58%	50%	55%	56%	60%	41%	54%	60%
							h									
Not very useful	(2)	71	35	37	38	33	27	21	10	13	16	33	12	1	4	5
		12%	12%	12%	12%	12%	11%	12%	12%	15%	13%	14%	10%	16%	10%	8%
Not at all useful	(1)	15	6	9	6	9	3	6	3	3	6	5	3	-	1	-
		2%	2%	3%	2%	3%	1%	3%	4%	4%	5%	2%	2%	-	3%	-
Don't know		10	5	6	4	6	3	1	2	5	2	6	2	-	-	1
		2%	2%	2%	1%	2%	1%	1%	2%	5%	2%	2%	2%	-	-	1%
									ef							
NETS																
Net: useful	501	251	250	260	241	213	150	68	70	105	191	106	6	30	57	
	84%	85%	83%	84%	83%	86%	84%	82%	77%	81%	81%	86%	84%	87%	91%	
						h										
Net: not useful	86	40	46	44	43	30	27	13	16	22	38	15	1	5	5	
	14%	14%	15%	14%	15%	12%	15%	16%	18%	17%	16%	12%	16%	13%	8%	
Mean score	3.10	3.15	3.05	3.14	3.06	3.11	3.13	3.05	3.06	3.04	3.07	3.12	3.27	3.16	3.23	
Standard deviation	.70	.70	.69	.69	.70	.63	.74	.72	.77	.76	.70	.67	.77	.73	.58	
Standard error	.03	.04	.04	.04	.04	.04	.06	.08	.08	.07	.05	.06	.29	.13	.08	

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Parents.

Base: All who have researched careers

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	*g	*h	i	j	k	l
Significance Level: 95%													
Unweighted Total	600	395	73	101	9	12	470	18	25	43	33	494	100
Weighted Total	598	395	69	101	10	12	476	18	24	41	30	495	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	160	105	21	26	3	2	122	6	5	10	13	30
		27%	26%	30%	26%	30%	15%	26%	35%	19%	24%	43%	31%
											f		
Fairly useful	(3)	341	233	38	54	4	8	281	9	15	22	12	49
		57%	59%	54%	53%	36%	62%	59%	53%	65%	53%	38%	50%
								j					
Not very useful	(2)	71	47	6	15	2	1	52	1	3	9	5	13
		12%	12%	9%	15%	24%	10%	11%	6%	12%	23%	16%	13%
											f		
Not at all useful	(1)	15	6	3	4	-	2	11	1	1	-	-	4
		2%	2%	5%	4%	-	13%	2%	5%	4%	-	-	4%
Don't know		10	5	2	3	1	-	10	-	-	-	1	2
		2%	1%	3%	3%	11%	-	2%	-	-	-	3%	2%
NETS													
Net: useful		501	337	58	80	7	10	403	16	20	32	25	79
		84%	85%	84%	79%	66%	78%	85%	88%	84%	77%	81%	81%
Net: not useful		86	53	9	19	2	3	63	2	4	9	5	17
		14%	13%	14%	18%	24%	22%	13%	12%	16%	23%	16%	17%
Mean score		3.10	3.12	3.11	3.04	3.07	2.80	3.10	3.18	3.00	3.02	3.28	3.10
Standard deviation		.70	.66	.77	.76	.82	.88	.68	.80	.69	.69	.74	.78
Standard error		.03	.03	.09	.08	.29	.25	.03	.19	.14	.11	.13	.08

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Parents.

Base: All who have researched careers

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	*g	h	i	j	*k	*l
Significance Level: 95%													
Unweighted Total	600	85	107	50	42	56	48	17	77	48	40	25	5
Weighted Total	598	68	96	53	50	57	49	19	68	48	49	31	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 160 27%	23 34%	24 24%	19 36%	15 31%	16 28%	15 31%	5 24%	16 23%	10 22%	12 25%	5 15%	- -
Fairly useful	(3) 341 57%	32 47%	58 60%	24 46%	25 50%	30 54%	29 59%	12 65%	47 69%	29 60%	27 55%	21 69%	6 60%
Not very useful	(2) 71 12%	9 13%	11 11%	7 14%	7 15%	9 15%	4 8%	1 5%	5 8%	8 16%	7 15%	1 4%	2 20%
Not at all useful	(1) 15 2%	2 3%	3 3%	2 4%	2 4%	1 2%	- -	1 6%	- -	- -	- -	4 12%	- -
Don't know	10 2%	2 2%	2 2%	- -	- -	1 2%	1 2%	- -	- -	1 2%	2 5%	- -	2 20%
NETS													
Net: useful	501 84%	55 81%	82 85%	43 82%	41 81%	46 82%	44 90%	17 89%	62 92%	39 82%	39 80%	26 85%	6 60%
Net: not useful	86 14%	11 16%	13 14%	9 18%	10 19%	10 17%	4 8%	2 11%	5 8%	8 16%	7 15%	5 15%	2 20%
Mean score	3.10	3.15	3.08	3.15	3.07	3.10	3.23	3.06	3.15	3.06	3.10	2.88	2.75
Standard deviation	.70	.78	.68	.81	.80	.71	.60	.75	.54	.62	.65	.81	.46
Standard error	.03	.09	.07	.11	.12	.10	.09	.18	.06	.09	.10	.16	.23

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Parents.

Base: All who have researched careers

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	*d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	600	68	6	293	21	70	13	512	216	216	232
Weighted Total	598	66	6	284	25	71	12	506	214	218	232
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 160 27%	23 35%	2 30%	67 24%	6 25%	26 37%	4 29%	136 27%	75 35%	83 38%	62 27%
		c				c			g	gi	
Fairly useful	(3) 341 57%	32 49%	2 30%	169 60%	15 57%	38 54%	6 53%	294 58%	107 50%	106 49%	132 57%
								hi			
Not very useful	(2) 71 12%	8 12%	2 40%	38 13%	4 14%	4 6%	1 10%	60 12%	19 9%	22 10%	23 10%
Not at all useful	(1) 15 2%	2 3%	- -	5 2%	- -	2 3%	1 7%	11 2%	7 3%	4 2%	9 4%
Don't know	10 2%	1 1%	- -	5 2%	1 4%	- -	- -	6 1%	5 2%	2 1%	5 2%
NETS											
Net: useful	501 84%	55 84%	3 60%	236 83%	21 82%	64 91%	10 83%	430 85%	182 85%	189 87%	195 84%
Net: not useful	86 14%	10 15%	2 40%	43 15%	4 14%	6 9%	2 17%	70 14%	27 13%	27 12%	32 14%
Mean score	3.10	3.18	2.91	3.07	3.11	3.24	3.06	3.11	3.19	3.24	3.09
Standard deviation	.70	.75	.91	.66	.64	.71	.85	.68	.75	.72	.73
Standard error	.03	.09	.37	.04	.14	.09	.24	.03	.05	.05	.05

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Parents.

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	600	486	113	361	219	526	40	563	31	465	124	461	139	399	185	
Weighted Total	598	480	117	360	217	523	42	559	33	466	121	459	139	395	186	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	160	142	19	113	42	144	10	152	7	143	16	124	37	120	37
		27%	30%	16%	31%	19%	28%	23%	27%	21%	31%	13%	27%	26%	30%	20%
			b		d						j				n	
Fairly useful	(3)	341	270	71	197	133	306	17	323	16	266	69	262	79	226	106
		57%	56%	61%	55%	61%	59%	41%	58%	48%	57%	57%	57%	57%	57%	57%
					f											
Not very useful	(2)	71	52	19	37	31	57	8	62	8	43	28	54	17	37	33
		12%	11%	16%	10%	14%	11%	20%	11%	26%	9%	23%	12%	12%	9%	18%
										g		i				m
Not at all useful	(1)	15	11	3	6	8	11	4	13	2	11	4	11	3	6	7
		2%	2%	3%	2%	4%	2%	9%	2%	5%	2%	4%	2%	2%	2%	4%
							e									
Don't know		10	5	5	7	3	5	3	9	-	4	4	8	3	5	3
		2%	1%	4%	2%	1%	1%	7%	2%	-	1%	3%	2%	2%	1%	2%
				a			e				i					
NETS																
Net: useful		501	411	90	310	174	450	27	475	23	408	85	386	116	346	143
		84%	86%	77%	86%	80%	86%	64%	85%	70%	88%	70%	84%	83%	88%	77%
			b		f				h		j				n	
Net: not useful		86	64	23	43	40	68	12	75	10	53	33	65	21	44	40
		14%	13%	19%	12%	18%	13%	29%	13%	30%	11%	27%	14%	15%	11%	22%
				c			e			g		i				m
Mean score		3.10	3.14	2.93	3.18	2.97	3.13	2.84	3.12	2.86	3.17	2.82	3.10	3.09	3.18	2.94
			b		d		f		h		j				n	
Standard deviation		.70	.70	.68	.68	.71	.68	.93	.69	.81	.68	.70	.70	.70	.66	.74
Standard error		.03	.03	.06	.04	.05	.03	.15	.03	.15	.03	.06	.03	.06	.03	.05

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Other family members (such as siblings, uncles, cousins).

Base: All who have researched careers

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	*m	n	
Significance Level: 95%																
Unweighted Total	367	174	193	201	166	154	96	57	60	83	142	68	3	22	45	
Weighted Total	367	182	185	198	169	151	96	58	63	81	137	71	4	22	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	83	42	40	50	33	32	20	15	16	24	29	11	-	6	12
		23%	23%	22%	25%	19%	21%	21%	26%	25%	30%	21%	15%	-	28%	25%
										k						
Fairly useful	(3)	218	106	111	110	108	91	57	37	32	40	87	47	4	9	28
		59%	58%	60%	56%	64%	60%	59%	65%	52%	50%	63%	67%	100%	38%	60%
												i				
Not very useful	(2)	53	30	23	34	19	21	15	5	12	13	18	8	-	6	7
		15%	16%	13%	17%	11%	14%	16%	9%	19%	16%	13%	11%	-	28%	15%
Not at all useful	(1)	7	4	3	2	5	3	3	-	1	1	3	1	-	1	-
		2%	2%	2%	1%	3%	2%	3%	-	1%	1%	3%	2%	-	5%	-
Don't know		7	-	7	2	5	3	2	-	2	2	1	4	-	-	-
		2%	-	4%	1%	3%	2%	2%	-	3%	2%	1%	6%	-	-	-
				a								j				
NETS																
Net: useful	300	149	152	160	141	124	76	52	48	65	115	58	4	15	40	
	82%	82%	82%	81%	83%	82%	80%	91%	77%	80%	84%	82%	100%	66%	85%	
								h								
Net: not useful	60	34	27	36	24	24	18	5	13	14	21	9	-	7	7	
	16%	18%	14%	18%	14%	16%	19%	9%	20%	17%	15%	13%	-	34%	15%	
Mean score	3.04	3.03	3.06	3.06	3.03	3.03	2.99	3.17	3.04	3.12	3.03	3.00	3.00	2.89	3.10	
Standard deviation	.67	.69	.65	.69	.66	.67	.70	.57	.72	.72	.67	.60	-	.90	.63	
Standard error	.04	.05	.05	.05	.05	.05	.07	.08	.09	.08	.06	.07	-	.19	.09	

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Other family members (such as siblings, uncles, cousins).

Base: All who have researched careers

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	*g	*h	i	*j	k	l
Significance Level: 95%													
Unweighted Total	367	248	39	61	4	10	266	9	16	38	26	290	75
Weighted Total	367	248	36	63	4	11	273	9	16	35	24	292	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 83 23%	60 24%	4 10%	15 23%	2 42%	2 18%	58 21%	3 29%	3 20%	8 22%	7 31%	61 21%	21 29%
Fairly useful	(3) 218 59%	143 58%	23 62%	39 62%	1 31%	7 67%	158 58%	5 62%	12 75%	21 60%	15 64%	177 61%	41 56%
Not very useful	(2) 53 15%	38 15%	6 15%	8 13%	- -	2 15%	43 16%	1 9%	- -	6 17%	1 5%	44 15%	9 13%
Not at all useful	(1) 7 2%	2 1%	3 9%	1 2%	- -	- -	7 3%	- -	- -	- -	- -	6 2%	1 1%
Don't know	7 2%	5 2%	1 3%	- -	1 27%	- -	6 2%	- -	1 5%	- -	- -	5 2%	1 1%
NETS			a										
Net: useful	300 82%	203 82%	26 73%	54 85%	3 73%	9 85%	216 79%	8 91%	15 95%	29 83%	23 95%	237 81%	62 85%
Net: not useful	60 16%	40 16%	9 25%	9 15%	- -	2 15%	50 18%	1 9%	- -	6 17%	1 5%	50 17%	10 14%
Mean score	3.04	3.07	2.76	3.06	3.57	3.03	3.00	3.19	3.21	3.05	3.27	3.02	3.14
Standard deviation	.67	b	.78	b	.62	.60	.70	.62	.42	.64	.55	.67	.68
Standard error	.04	.04	.13	.09	.36	.19	.04	.21	.11	.10	.11	.04	.08

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Other family members (such as siblings, uncles, cousins).

Base: All who have researched careers

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	*d	e	*f	*g	h	*i	j	*k	*l
Significance Level: 95%													
Unweighted Total	367	52	61	31	28	35	27	12	45	27	30	15	4
Weighted Total	367	41	56	32	34	35	27	13	39	27	37	19	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 83 23%	12 29%	9 17%	6 19%	5 15%	10 29%	6 22%	1 8%	8 22%	7 26%	11 31%	6 34%	- -
Fairly useful	(3) 218 59%	20 48%	40 71%	20 62%	19 57%	22 63%	17 64%	9 69%	24 62%	19 70%	15 40%	9 46%	4 50%
Not very useful	(2) 53 15%	8 19%	6 12%	5 16%	8 24%	2 5%	3 11%	1 7%	6 16%	1 4%	6 17%	3 13%	4 50%
Not at all useful	(1) 7 2%	- -	- -	- -	1 4%	1 3%	- -	2 16%	- -	- -	1 3%	1 6%	- -
Don't know	7 2%	2 4%	- -	1 3%	- -	- -	1 3%	- -	- -	- -	3 9%	- -	- -
NETS													
Net: useful	300 82%	32 77%	49 88%	26 81%	24 72%	32 92%	23 86%	10 77%	33 84%	26 96%	26 71%	15 80%	4 50%
Net: not useful	60 16%	8 19%	6 12%	5 16%	9 28%	3 8%	3 11%	3 23%	6 16%	1 4%	7 20%	4 20%	4 50%
Mean score	3.04	3.10	3.05	3.03	2.83	3.18	3.11	2.70	3.06	3.23	3.08	3.07	2.50
Standard deviation	.67	.71	.54	.61	.73	.66	.58	.87	.62	.51	.82	.88	.53
Standard error	.04	.10	.07	.11	.14	.11	.11	.25	.09	.10	.16	.23	.27

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Other family members (such as siblings, uncles, cousins).

Base: All who have researched careers

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY					LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	*d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	367	41	4	185	12	45	5	318	116	123	118
Weighted Total	367	41	4	180	15	45	4	316	115	124	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 83 23%	12 28%	- -	38 21%	5 34%	12 27%	2 37%	71 23%	26 23%	34 28%	28 24%
Fairly useful	(3) 218 59%	23 57%	2 47%	112 62%	4 25%	27 60%	2 45%	188 60%	64 56%	69 56%	73 62%
Not very useful	(2) 53 15%	5 12%	2 53%	25 14%	4 25%	6 13%	1 18%	45 14%	21 18%	17 14%	13 11%
Not at all useful	(1) 7 2%	1 2%	- -	3 2%	1 8%	- -	- -	7 2%	1 1%	2 2%	1 1%
Don't know	7 2%	- -	- -	2 1%	1 7%	- -	- -	5 2%	2 2%	2 1%	2 2%
NETS											
Net: useful	300 82%	35 86%	2 47%	150 83%	9 59%	39 87%	4 82%	259 82%	91 79%	103 83%	101 86%
Net: not useful	60 16%	6 14%	2 53%	28 16%	5 33%	6 13%	1 18%	52 16%	22 19%	19 15%	14 12%
Mean score	3.04	3.12	2.47	3.04	2.92	3.14	3.19	3.04	3.03	3.11	3.11
Standard deviation	.67	.70	.58	.66	1.04	.62	.81	.68	.68	.69	.62
Standard error	.04	.11	.29	.05	.31	.09	.36	.04	.06	.06	.06

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Other family members (such as siblings, uncles, cousins).

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	*f	g	*h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	367	310	56	194	160	336	14	348	13	288	74	279	88	245	111
Weighted Total	367	309	57	192	161	336	14	348	13	289	73	278	89	246	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful (4)	83	73	10	45	38	77	3	80	2	70	13	61	21	55	25
	23%	24%	17%	23%	24%	23%	19%	23%	13%	24%	17%	22%	24%	22%	23%
Fairly useful (3)	218	183	34	112	93	203	5	208	7	173	41	166	52	144	67
	59%	59%	61%	58%	58%	60%	38%	60%	55%	60%	57%	60%	58%	58%	61%
Not very useful (2)	53	43	11	29	23	45	6	49	3	38	15	43	10	42	11
	15%	14%	19%	15%	14%	13%	43%	14%	22%	13%	21%	16%	11%	17%	10%
Not at all useful (1)	7	5	2	3	3	7	-	6	1	5	2	5	2	4	3
	2%	2%	4%	2%	2%	2%	-	2%	10%	2%	3%	2%	2%	2%	3%
Don't know	7	6	-	3	3	4	-	6	-	3	2	3	4	2	4
	2%	2%	-	2%	2%	1%	-	2%	-	1%	3%	1%	4%	1%	4%
													k		m
NETS															
Net: useful	300	256	44	157	131	281	8	288	9	243	54	227	73	198	92
	82%	83%	78%	82%	82%	83%	57%	83%	68%	84%	74%	82%	82%	81%	84%
										j					
Net: not useful	60	47	13	33	26	52	6	55	4	43	17	48	12	46	14
	16%	15%	22%	17%	16%	15%	43%	16%	32%	15%	23%	17%	13%	19%	12%
Mean score	3.04	3.07	2.91	3.05	3.05	3.06	2.76	3.06	2.72	3.08	2.91	3.03	3.08	3.02	3.08
Standard deviation	.67	.66	.71	.68	.69	.67	.78	.66	.85	.67	.70	.67	.68	.68	.67
Standard error	.04	.04	.10	.05	.05	.04	.21	.04	.24	.04	.08	.04	.07	.04	.06

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Online news sites and blogs.

Base: All who have researched careers

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	*m	n
Significance Level: 95%															
Unweighted Total	599	268	331	285	314	222	166	93	118	127	237	146	6	28	52
Weighted Total	599	279	319	279	320	219	168	95	117	123	227	157	7	28	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful (4)	169 28%	77 28%	92 29%	79 28%	90 28%	58 27%	50 30%	32 33%	30 25%	41 33%	60 27%	50 32%	2 30%	7 24%	9 16%
Fairly useful (3)	326 55%	144 52%	182 57%	154 55%	172 54%	124 57%	87 52%	51 53%	65 55%	59 48%	129 57%	82 52%	4 55%	14 50%	36 66%
Not very useful (2)	79 13%	46 17%	33 10%	35 13%	44 14%	28 13%	22 13%	11 12%	18 15%	19 15%	30 13%	18 11%	1 15%	4 15%	7 13%
Not at all useful (1)	6 1%	4 2%	2 1%	4 1%	2 1%	1 *	3 2%	2 2%	1 1%	- -	2 1%	2 1%	- -	1 4%	1 2%
Don't know	18 3%	7 3%	11 3%	6 2%	12 4%	8 4%	6 4%	- -	4 3%	4 3%	6 3%	5 3%	- -	2 6%	1 2%
NETS															
Net: useful	496 83%	221 79%	274 86%	233 84%	262 82%	182 83%	137 82%	82 87%	94 81%	100 82%	190 83%	132 84%	6 85%	21 74%	45 83%
Net: not useful	85 14%	50 18%	35 11%	39 14%	46 14%	29 13%	25 15%	13 13%	19 16%	19 15%	32 14%	20 13%	1 15%	5 20%	8 15%
Mean score	3.13	3.08	3.18	3.13	3.13	3.13	3.14	3.18	3.09	3.19	3.12	3.18	3.15	3.00	2.99
Standard deviation	.67	.72	.63	.68	.67	.64	.70	.70	.67	.69	.65	.69	.71	.80	.62
Standard error	.03	.04	.04	.04	.04	.04	.06	.07	.06	.06	.04	.06	.29	.16	.09

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Online news sites and blogs.

Base: All who have researched careers

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	*g	h	i	*j	k	l
Significance Level: 95%													
Unweighted Total	599	384	58	120	11	13	451	19	31	67	23	490	105
Weighted Total	599	382	54	125	11	14	457	19	31	64	19	493	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 169 28%	103 27%	13 24%	38 30%	5 43%	6 44%	116 25%	5 24%	11 36%	23 35%	9 48%	136 28%	33 32%
Fairly useful	(3) 326 55%	209 55%	31 57%	71 57%	4 37%	6 47%	257 56%	13 66%	17 55%	29 45%	9 44%	272 55%	53 52%
Not very useful	(2) 79 13%	53 14%	7 13%	14 11%	1 11%	1 9%	65 14%	1 6%	3 9%	8 12%	2 8%	68 14%	10 10%
Not at all useful	(1) 6 1%	5 1%	- -	1 1%	- -	- -	4 1%	- -	- -	2 3%	- -	4 1%	2 2%
Don't know	18 3%	11 3%	3 6%	2 2%	1 9%	- -	14 3%	1 4%	- -	3 5%	- -	13 3%	4 4%
NETS													
Net: useful	496 83%	312 82%	44 81%	108 87%	9 80%	12 91%	374 82%	17 90%	28 91%	51 80%	18 92%	408 83%	86 85%
Net: not useful	85 14%	58 15%	7 13%	15 12%	1 11%	1 9%	69 15%	1 6%	3 9%	10 15%	2 8%	72 15%	12 12%
Mean score	3.13	3.11	3.11	3.18	3.35	3.35	3.10	3.19	3.27	3.18	3.41	3.12	3.20
Standard deviation	.67	.68	.62	.65	.72	.66	.66	.54	.62	.78	.65	.67	.69
Standard error	.03	.04	.08	.06	.23	.18	.03	.13	.11	.10	.14	.03	.07

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Online news sites and blogs.

Base: All who have researched careers

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	*g	h	i	j	*k	*l
Significance Level: 95%														
Unweighted Total		599	88	111	51	45	48	37	17	68	60	46	21	7
Weighted Total		599	70	99	54	53	48	37	19	60	61	56	25	14
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	169	21	31	12	16	11	12	6	15	19	15	7	4
		28%	29%	31%	21%	31%	23%	32%	34%	25%	31%	26%	29%	29%
Fairly useful	(3)	326	36	54	32	23	32	16	10	37	37	25	16	8
		55%	51%	55%	59%	43%	66%	42%	53%	62%	60%	46%	62%	57%
							df			d				
Not very useful	(2)	79	10	10	9	11	4	8	3	7	5	10	1	2
		13%	15%	10%	16%	20%	9%	21%	13%	12%	8%	18%	4%	14%
Not at all useful	(1)	6	1	2	1	1	-	-	-	-	-	1	-	-
		1%	1%	2%	2%	2%	-	-	-	-	-	2%	-	-
Don't know		18	2	2	1	2	1	2	-	1	1	5	1	-
		3%	3%	2%	2%	4%	2%	5%	-	1%	1%	8%	5%	-
												b		
NETS														
Net: useful		496	57	85	44	39	43	27	17	52	56	40	23	12
		83%	81%	86%	81%	73%	89%	74%	87%	87%	91%	72%	91%	86%
				j			j			j	dfj			
Net: not useful		85	11	12	10	12	4	8	3	7	5	11	1	2
		14%	16%	12%	18%	22%	9%	21%	13%	12%	8%	20%	4%	14%
						i								
Mean score		3.13	3.13	3.18	3.02	3.06	3.15	3.11	3.20	3.13	3.24	3.04	3.26	3.14
Standard deviation		.67	.70	.69	.68	.80	.56	.75	.67	.60	.58	.77	.54	.66
Standard error		.03	.08	.07	.10	.12	.08	.13	.16	.07	.08	.12	.12	.25

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Online news sites and blogs.

Base: All who have researched careers

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	*d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	599	52	5	297	16	64	6	511	188	213	232
Weighted Total	599	50	6	285	19	64	6	507	188	214	234
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 169 28%	15 31%	3 50%	68 24%	7 38%	27 42%	2 35%	150 30%	67 36%	70 33%	71 30%
				c							
Fairly useful	(3) 326 55%	25 51%	3 50%	173 61%	7 37%	29 44%	3 52%	275 54%	92 49%	116 54%	126 54%
				e							
Not very useful	(2) 79 13%	7 14%	-	34 12%	2 12%	9 14%	1 13%	63 12%	22 12%	23 11%	27 12%
Not at all useful	(1) 6 1%	1 2%	-	3 1%	-	-	-	4 1%	2 1%	2 1%	2 1%
Don't know	18 3%	1 2%	-	7 3%	2 12%	-	-	15 3%	4 2%	3 1%	7 3%
NETS											
Net: useful	496 83%	41 82%	6 100%	240 84%	15 76%	55 86%	5 87%	425 84%	160 85%	187 87%	197 84%
Net: not useful	85 14%	8 16%	-	37 13%	2 12%	9 14%	1 13%	67 13%	24 13%	25 11%	30 13%
Mean score	3.13	3.13	3.50	3.10	3.30	3.27	3.21	3.16	3.22	3.21	3.17
				c							
Standard deviation	.67	.73	.55	.64	.72	.70	.72	.66	.70	.66	.67
Standard error	.03	.10	.25	.04	.19	.09	.30	.03	.05	.05	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Online news sites and blogs.

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	599	507	91	345	234	533	33	551	37	466	115	446	153	369	212	
Weighted Total	599	507	91	343	236	531	35	550	38	470	111	447	152	373	208	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	169	160	9	110	56	158	5	162	5	149	19	139	30	119	46
		28%	32%	10%	32%	24%	30%	15%	30%	14%	32%	17%	31%	20%	32%	22%
			b		d				h		j		l		n	
Fairly useful	(3)	326	264	63	185	130	285	23	294	27	253	66	234	92	198	122
		55%	52%	69%	54%	55%	54%	65%	54%	71%	54%	59%	52%	61%	53%	59%
			a						g							
Not very useful	(2)	79	67	12	38	40	70	6	72	5	55	23	60	19	50	28
		13%	13%	14%	11%	17%	13%	17%	13%	13%	12%	21%	14%	12%	13%	13%
				c							i					
Not at all useful	(1)	6	3	3	4	2	5	1	5	1	5	1	3	3	3	4
		1%	1%	4%	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%	1%	2%
			a													
Don't know		18	13	4	7	7	13	-	16	-	8	2	10	8	4	8
		3%	3%	4%	2%	3%	3%	-	3%	-	2%	2%	2%	5%	1%	4%
																m
NETS																
Net: useful		496	424	71	294	187	443	28	457	32	402	85	373	123	316	169
		83%	84%	79%	86%	79%	83%	80%	83%	85%	85%	76%	83%	81%	85%	81%
					d						j					
Net: not useful		85	70	16	42	43	75	7	77	6	60	24	64	22	52	31
		14%	14%	17%	12%	18%	14%	20%	14%	15%	13%	21%	14%	14%	14%	15%
				c							i					
Mean score		3.13	3.18	2.88	3.19	3.05	3.15	2.92	3.15	2.96	3.18	2.95	3.16	3.04	3.17	3.06
			b		d						j					
Standard deviation		.67	.67	.62	.67	.68	.68	.66	.68	.61	.67	.65	.68	.65	.68	.66
Standard error		.03	.03	.07	.04	.05	.03	.12	.03	.10	.03	.06	.03	.05	.04	.05

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Online careers websites.

Base: All who have researched careers

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total	1030	482	548	521	509	382	277	180	191	232	412	224	7	44	103	
Weighted Total	1031	503	528	514	517	379	279	181	191	227	402	234	7	44	108	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	479	221	258	247	232	180	126	89	84	109	184	109	5	18	49
		46%	44%	49%	48%	45%	47%	45%	49%	44%	48%	46%	47%	72%	40%	46%
Fairly useful	(3)	475	245	230	227	248	172	135	83	85	102	183	114	2	23	48
		46%	49%	44%	44%	48%	45%	48%	46%	45%	45%	45%	49%	28%	51%	45%
Not very useful	(2)	63	32	30	35	28	22	16	5	19	13	29	8	-	3	8
		6%	6%	6%	7%	5%	6%	6%	3%	10%	6%	7%	3%	-	7%	8%
Not at all useful	(1)	4	2	1	2	1	2	-	1	-	-	2	-	-	-	1
		*	*	*	*	*	1%	-	1%	-	-	1%	-	-	-	1%
Don't know		10	2	9	3	7	4	3	2	2	3	4	3	-	1	1
		1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%
				a												
NETS																
Net: useful	954	466	488	474	480	351	260	173	170	212	367	224	7	40	98	
	93%	93%	92%	92%	93%	93%	93%	95%	89%	93%	91%	95%	100%	91%	90%	
								h								
Net: not useful	66	35	32	37	29	24	16	7	19	13	31	8	-	3	10	
	6%	7%	6%	7%	6%	6%	6%	4%	10%	6%	8%	3%	-	7%	9%	
								g			k				k	
Mean score	3.40	3.37	3.43	3.41	3.40	3.41	3.40	3.45	3.34	3.43	3.38	3.44	3.72	3.33	3.36	
Standard deviation	.62	.63	.61	.64	.60	.63	.60	.59	.66	.60	.65	.56	.48	.61	.68	
Standard error	.02	.03	.03	.03	.03	.03	.04	.04	.05	.04	.03	.04	.18	.09	.07	

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Online careers websites.

Base: All who have researched careers

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	*g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1030	647	112	211	17	17	781	27	49	102	57	842	179
Weighted Total	1031	648	106	216	19	18	797	27	49	96	50	845	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 479 46%	302 47%	40 38%	105 49%	9 46%	8 43%	370 46%	11 42%	23 46%	42 44%	28 56%	376 44%	101 57% k
Fairly useful	(3) 475 46%	301 47%	56 53%	94 43%	8 42%	8 46%	368 46%	13 50%	22 45%	47 48%	20 40%	402 48% l	68 38%
Not very useful	(2) 63 6%	37 6%	7 6%	13 6%	2 12%	2 11%	48 6%	2 9%	4 8%	6 6%	2 4%	54 6%	8 5%
Not at all useful	(1) 4 *	2 *	- -	1 1%	- -	- -	2 *	- -	- -	1 1%	- -	4 *	- -
Don't know	10 1%	5 1%	3 2%	3 1%	- -	- -	9 1%	- -	1 2%	1 1%	- -	9 1%	1 *
NETS													
Net: useful	954 93%	604 93%	96 91%	199 92%	17 88%	16 89%	738 93%	24 91%	45 91%	88 92%	48 96%	778 92%	168 95%
Net: not useful	66 6%	39 6%	7 6%	14 7%	2 12%	2 11%	51 6%	2 9%	4 8%	7 7%	2 4%	58 7%	8 5%
Mean score	3.40	3.41	3.33	3.42	3.34	3.32	3.40	3.33	3.39	3.36	3.52	3.38	3.52 k
Standard deviation	.62	.62	.60	.63	.70	.68	.62	.64	.63	.65	.58	.63	.59
Standard error	.02	.02	.06	.04	.17	.17	.02	.12	.09	.06	.08	.02	.04

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Online careers websites.

Base: All who have researched careers

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1030	134	171	94	84	90	66	39	136	93	76	38	9
Weighted Total	1031	107	154	101	101	90	67	43	120	93	92	47	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 479 46%	47 44%	75 49%	36 36%	54 53%	45 51%	38 57%	16 36%	63 52%	41 44%	37 41%	22 48%	6 33%
			c	c	c	c	cg	c	c				
Fairly useful	(3) 475 46%	51 48%	64 42%	53 53%	38 38%	39 44%	25 37%	25 58%	51 43%	46 50%	49 54%	22 47%	10 56%
				d				df			d		
Not very useful	(2) 63 6%	6 6%	12 8%	11 10%	6 6%	4 5%	3 5%	2 5%	5 4%	5 6%	5 5%	1 3%	2 11%
Not at all useful	(1) 4 *	- -	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	1 2%	- -
					b							b	
Don't know	10 1%	3 2%	3 2%	1 1%	1 1%	1 1%	1 1%	- -	1 1%	1 1%	- -	- -	- -
NETS													
Net: useful	954 93%	98 92%	139 90%	89 89%	92 91%	85 94%	63 94%	41 95%	114 95%	87 94%	87 95%	44 95%	16 89%
Net: not useful	66 6%	6 6%	12 8%	11 10%	8 8%	4 5%	3 5%	2 5%	5 4%	5 6%	5 5%	2 5%	2 11%
Mean score	3.40	3.39	3.41	3.26	3.43	3.47	3.53	3.31	3.48	3.39	3.36	3.40	3.21
Standard deviation	.62	.60	.64	.64	.72	.59	.59	.57	.58	.59	.58	.67	.65
Standard error	.02	.05	.05	.07	.08	.06	.07	.09	.05	.06	.07	.11	.22

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Online careers websites.

Base: All who have researched careers

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1030	90	8	515	40	122	11	870	312	349	388
Weighted Total	1031	89	8	500	48	120	10	864	313	354	392
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 479 46%	45 51%	3 37%	235 47%	25 52%	55 45%	4 43%	407 47%	158 50%	164 46%	206 52%
Fairly useful	(3) 475 46%	36 40%	4 49%	226 45%	23 48%	56 46%	5 49%	398 46%	138 44%	166 47%	169 43%
Not very useful	(2) 63 6%	8 9%	1 15%	31 6%	- -	9 8%	1 8%	45 5%	16 5%	21 6%	13 3%
Not at all useful	(1) 4 *	- -	- -	4 1%	- -	- -	- -	4 *	1 *	- -	- -
Don't know	10 1%	- -	- -	4 1%	- -	1 1%	- -	9 1%	1 *	2 1%	4 1%
NETS											
Net: useful	954 93%	81 91%	6 85%	461 92%	48 100%	110 92%	10 92%	805 93%	295 94%	330 93%	374 95%
Net: not useful	66 6%	8 9%	1 15%	35 7%	- -	9 8%	1 8%	49 6%	17 5%	21 6%	13 3%
Mean score	3.40	3.42	3.22	3.40	3.52	3.38	3.35	3.41	3.45	3.41	3.50
Standard deviation	.62	.66	.73	.64	.50	.63	.66	.61	.61	.60	.57
Standard error	.02	.07	.26	.03	.08	.06	.20	.02	.03	.03	.03

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Online careers websites.

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1030	874	154	590	410	929	51	966	47	815	193	771	259	668	335
Weighted Total	1031	874	156	587	414	927	54	963	51	818	192	772	259	671	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 479	436	42	288	179	451	14	467	11	410	63	388	91	354	120
	46%	50%	27%	49%	43%	49%	26%	49%	22%	50%	33%	50%	35%	53%	36%
		b				f		h		j		l		n	
Fairly useful	(3) 475	384	91	255	204	417	29	436	27	367	99	338	137	287	176
	46%	44%	58%	43%	49%	45%	54%	45%	54%	45%	52%	44%	53%	43%	53%
			a										k		m
Not very useful	(2) 63	45	18	35	27	49	10	48	13	32	28	38	25	26	32
	6%	5%	12%	6%	6%	5%	18%	5%	25%	4%	14%	5%	10%	4%	10%
			a				e		g		i		k		m
Not at all useful	(1) 4	2	1	4	-	2	1	4	-	4	-	2	1	2	1
	*	*	1%	1%	-	*	2%	*	-	*	-	*	*	*	*
							e								
Don't know	10	6	4	5	4	7	-	8	-	4	3	5	5	2	5
	1%	1%	2%	1%	1%	1%	-	1%	-	1%	1%	1%	2%	*	2%
															m
NETS															
Net: useful	954	820	133	543	383	868	43	903	38	777	161	726	228	640	295
	93%	94%	85%	93%	92%	94%	79%	94%	75%	95%	84%	94%	88%	95%	89%
		b				f		h		j		l		n	
Net: not useful	66	47	19	39	27	51	11	52	13	36	28	41	26	29	33
	6%	5%	12%	7%	6%	6%	21%	5%	25%	4%	14%	5%	10%	4%	10%
			a				e		g		i		k		m
Mean score	3.40	3.45	3.14	3.42	3.37	3.43	3.03	3.43	2.97	3.46	3.19	3.45	3.25	3.48	3.26
		b				f		h		j		l		n	
Standard deviation	.62	.61	.64	.63	.60	.61	.73	.61	.69	.60	.67	.61	.64	.59	.64
Standard error	.02	.02	.05	.03	.03	.02	.10	.02	.10	.02	.05	.02	.04	.02	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Newspapers and other offline news sources.

Base: All who have researched careers

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	*m	n
Significance Level: 95%															
Unweighted Total	261	133	128	122	139	98	79	38	46	51	88	73	1	11	34
Weighted Total	262	140	123	118	144	97	77	40	48	51	85	77	1	11	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful (4)	54	24	30	24	30	23	14	7	10	12	19	15	-	2	5
	21%	17%	25%	20%	21%	24%	18%	17%	21%	24%	22%	20%	-	21%	13%
Fairly useful (3)	136	72	64	61	74	51	41	22	22	27	42	37	-	7	21
	52%	52%	52%	52%	52%	52%	53%	54%	47%	53%	50%	49%	-	64%	60%
Not very useful (2)	59	36	23	27	32	21	17	9	13	8	21	19	1	2	8
	23%	26%	19%	23%	22%	22%	22%	22%	26%	16%	25%	24%	100%	15%	23%
Not at all useful (1)	7	4	3	2	5	-	3	2	2	3	2	3	-	-	-
	3%	3%	2%	2%	3%	-	4%	4%	4%	6%	2%	3%	-	-	-
						e	e	e							
Don't know	6	3	3	3	3	2	2	1	1	1	1	3	-	-	1
	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	1%	4%	-	-	4%
NETS															
Net: useful	190	96	94	85	105	74	55	29	32	39	61	53	-	9	26
	72%	69%	77%	72%	73%	76%	71%	71%	68%	77%	72%	69%	-	85%	74%
Net: not useful	66	40	26	30	36	21	20	10	15	11	23	21	1	2	8
	25%	29%	21%	25%	25%	22%	26%	26%	31%	21%	27%	28%	100%	15%	23%
Mean score	2.93	2.85	3.02	2.93	2.92	3.02	2.88	2.87	2.85	2.97	2.93	2.89	2.00	3.06	2.90
Standard deviation	.74	.74	.74	.73	.75	.68	.76	.75	.80	.80	.74	.77	-	.63	.62
Standard error	.05	.06	.07	.07	.06	.07	.09	.12	.12	.11	.08	.09	-	.19	.11

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Newspapers and other offline news sources.

Base: All who have researched careers

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	*b	c	*d	*e	f	*g	*h	*i	*j	k	l
Significance Level: 95%													
Unweighted Total	261	163	21	57	5	8	195	10	14	22	17	218	41
Weighted Total	262	162	19	61	6	8	199	10	13	21	16	221	40
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	54	32	1	18	-	42	3	2	4	4	45	9
		21%	20%	4%	30%	-	21%	28%	13%	17%	24%	20%	22%
Fairly useful	(3)	136	88	9	28	2	102	4	8	11	9	115	21
		52%	54%	47%	46%	43%	51%	39%	59%	52%	55%	52%	52%
Not very useful	(2)	59	38	6	10	3	46	2	4	5	2	51	9
		23%	23%	34%	16%	57%	23%	20%	28%	24%	11%	23%	22%
Not at all useful	(1)	7	2	2	2	-	3	1	-	1	2	6	1
		3%	1%	11%	4%	-	2%	13%	-	4%	10%	3%	2%
Don't know		6	2	1	2	-	5	-	-	1	-	4	1
		2%	1%	5%	4%	-	3%	-	-	4%	-	2%	2%
NETS													
Net: useful		190	121	10	47	2	145	7	10	15	12	160	29
		72%	74%	51%	76%	43%	73%	67%	72%	69%	79%	72%	74%
Net: not useful		66	39	9	12	3	49	3	4	6	3	57	9
		25%	24%	44%	20%	57%	25%	33%	28%	27%	21%	26%	24%
Mean score		2.93	2.94	2.46	3.07	2.43	2.95	2.82	2.85	2.86	2.92	2.92	2.96
Standard deviation		.74	.70	.77	.80	.55	.72	1.03	.64	.76	.90	.74	.74
Standard error		.05	.05	.17	.11	.28	.05	.33	.17	.17	.22	.05	.12

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Newspapers and other offline news sources.

Base: All who have researched careers

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l
Unweighted Total	261	46	39	24	21	27	21	10	26	17	21	7	2
Weighted Total	262	37	35	26	25	28	21	11	23	17	25	9	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 54 21%	7 19%	4 11%	2 8%	2 9%	8 30%	7 33%	2 20%	4 15%	7 40%	11 43%	- -	- -
Fairly useful	(3) 136 52%	20 55%	21 60%	14 55%	13 51%	15 52%	8 39%	8 69%	12 50%	8 47%	10 39%	5 56%	2 51%
Not very useful	(2) 59 23%	6 17%	10 27%	7 27%	9 35%	4 14%	5 23%	1 11%	7 31%	2 12%	3 14%	2 29%	2 49%
Not at all useful	(1) 7 3%	2 4%	1 2%	1 5%	1 5%	- -	- -	- -	1 4%	- -	- -	1 15%	- -
Don't know	6 2%	2 4%	- -	1 5%	- -	1 4%	1 4%	- -	- -	- -	1 5%	- -	- -
NETS													
Net: useful	190 72%	27 74%	25 71%	16 63%	15 61%	23 82%	16 73%	10 89%	15 65%	15 88%	21 81%	5 56%	2 51%
Net: not useful	66 25%	8 22%	10 29%	8 32%	10 39%	4 14%	5 23%	1 11%	8 35%	2 12%	3 14%	4 44%	2 49%
Mean score	2.93	2.93	2.79	2.70	2.65	3.16	3.11	3.09	2.77	3.28	3.30	2.40	2.51
Standard deviation	.74	.76	.66	.70	.73	.67	.78	.58	.76	.69	.72	.79	.58
Standard error	.05	.11	.11	.15	.16	.13	.17	.18	.15	.17	.16	.30	.41

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Newspapers and other offline news sources.

Base: All who have researched careers

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	*d	*e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	261	30	4	113	9	28	1	222	96	96	99
Weighted Total	262	31	3	109	11	28	1	220	99	95	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful (4)	54 21%	9 29%	-	18 16%	5 44%	7 26%	-	45 21%	30 31%	32 34%	28 28%
Fairly useful (3)	136 52%	17 53%	3 76%	56 52%	5 45%	13 47%	-	115 52%	47 47%	42 45%	53 52%
Not very useful (2)	59 23%	6 18%	1 24%	32 29%	-	5 17%	1 100%	49 22%	17 18%	17 17%	15 15%
Not at all useful (1)	7 3%	-	-	2 1%	-	3 10%	-	6 3%	5 5%	4 4%	3 3%
Don't know	6 2%	-	-	1 1%	1 11%	-	-	5 2%	-	-	2 2%
NETS											
Net: useful	190 72%	26 82%	3 76%	74 68%	10 89%	20 72%	-	160 73%	77 78%	75 78%	81 79%
Net: not useful	66 25%	6 18%	1 24%	34 31%	-	8 28%	1 100%	55 25%	22 22%	21 22%	18 18%
Mean score	2.93	3.11	2.76	2.84	3.50	2.88	2.00	2.93	3.04	3.08	3.07
Standard deviation	.74	.69	.51	.71	.53	.93	-	.74	.82	.83	.75
Standard error	.05	.13	.26	.07	.19	.18	-	.05	.08	.08	.08

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Newspapers and other offline news sources.

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	*f	g	*h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	261	219	41	161	93	228	24	249	11	214	40	204	57	175	83	
Weighted Total	262	218	43	162	94	228	26	249	12	215	41	203	59	177	83	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	54	49	5	46	9	48	6	54	1	49	4	46	8	45	8
		21%	22%	13%	28%	9%	21%	23%	21%	6%	23%	10%	23%	14%	25%	10%
					d									n		
Fairly useful	(3)	136	108	28	80	50	123	10	130	6	116	18	99	36	86	49
		52%	49%	65%	50%	54%	54%	40%	52%	49%	54%	43%	49%	61%	49%	59%
Not very useful	(2)	59	49	10	31	28	45	9	55	4	40	18	46	13	37	23
		23%	23%	23%	19%	29%	20%	37%	22%	33%	19%	44%	23%	21%	21%	27%
											i					
Not at all useful	(1)	7	7	-	3	4	7	-	6	1	6	1	6	1	6	1
		3%	3%	-	2%	4%	3%	-	2%	11%	3%	3%	3%	2%	3%	1%
Don't know		6	5	-	2	3	4	-	5	-	3	-	5	1	4	2
		2%	2%	-	1%	3%	2%	-	2%	-	2%	-	3%	2%	2%	2%
NETS																
Net: useful		190	157	33	126	59	172	16	183	7	165	22	145	45	130	57
		72%	72%	77%	78%	63%	75%	63%	74%	56%	77%	53%	72%	75%	74%	69%
					d						j					
Net: not useful		66	56	10	33	32	52	9	61	5	46	19	52	14	42	24
		25%	26%	23%	21%	34%	23%	37%	24%	44%	21%	47%	26%	23%	24%	29%
						c					i					
Mean score		2.93	2.93	2.90	3.06	2.70	2.95	2.86	2.95	2.51	2.99	2.60	2.94	2.88	2.98	2.80
					d						j					
Standard deviation		.74	.77	.59	.74	.71	.74	.77	.73	.81	.73	.72	.76	.66	.78	.64
Standard error		.05	.05	.09	.06	.07	.05	.16	.05	.24	.05	.11	.05	.09	.06	.07

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Careers advisors at school/college.

Base: All who have researched careers

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	716	341	375	398	318	260	222	115	119	166	291	131	14	37	70
Weighted Total	706	349	357	388	317	254	220	115	116	162	277	134	15	36	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful (4)	253 36%	135 39%	119 33%	149 38%	104 33%	78 31%	79 36%	52 45%	45 38%	72 44%	97 35%	41 31%	10 63%	14 39%	19 26%
Fairly useful (3)	320 45%	154 44%	167 47%	168 43%	153 48%	116 46%	101 46%	52 45%	51 44%	69 42%	113 41%	75 56%	3 20%	16 45%	40 53%
Not very useful (2)	114 16%	56 16%	57 16%	60 16%	53 17%	52 21%	32 15%	10 9%	19 16%	19 12%	59 21%	17 13%	2 13%	4 12%	12 16%
Not at all useful (1)	12 2%	3 1%	8 2%	8 2%	3 1%	3 1%	6 3%	1 1%	2 2%	1 1%	4 2%	-	1 5%	1 3%	4 5%
Don't know	7 1%	1 *	6 2%	3 1%	4 1%	5 2%	2 1%	-	-	2 1%	3 1%	1 1%	-	1 2%	-
NETS															
Net: useful	574 81%	288 83%	285 80%	317 82%	256 81%	194 76%	180 82%	104 91%	95 82%	141 87%	210 76%	116 86%	13 82%	30 83%	59 79%
Net: not useful	125 18%	60 17%	65 18%	69 18%	57 18%	55 22%	38 17%	11 9%	21 18%	20 12%	64 23%	17 13%	3 18%	5 15%	16 21%
Mean score	3.17	3.20	3.13	3.19	3.14	3.08	3.16	3.35	3.19	3.32	3.10	3.18	3.40	3.21	3.00
Standard deviation	.75	.74	.76	.77	.73	.75	.77	.67	.77	.70	.79	.64	.93	.78	.79
Standard error	.03	.04	.04	.04	.04	.05	.05	.06	.07	.05	.05	.06	.25	.13	.09

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Careers advisors at school/college.

Base: All who have researched careers

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	*d	*e	f	*g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		716	487	69	122	10	15	519	24	33	75	52	584	129
Weighted Total		706	479	65	123	11	15	520	26	31	71	46	574	129
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	253 36%	172 36%	22 34%	42 34%	6 55%	6 39%	183 35%	10 39%	10 33%	26 36%	19 40%	204 35%	49 38%
Fairly useful	(3)	320 45%	227 47%	28 43%	51 42%	3 28%	8 50%	228 44%	14 54%	14 44%	38 54%	22 47%	266 46%	53 41%
Not very useful	(2)	114 16%	72 15%	11 17%	24 19%	2 17%	2 11%	95 18%	2 6%	7 23%	6 9%	2 5%	91 16%	23 18%
								ij		ij				
Not at all useful	(1)	12 2%	7 1%	2 3%	3 3%	- -	- -	8 2%	- -	- -	1 1%	3 5%	9 2%	3 2%
Don't know		7 1%	2 *	2 4%	2 2%	- -	- -	6 1%	- -	- -	- -	1 2%	5 1%	1 1%
				a										
NETS														
Net: useful		574 81%	399 83%	50 77%	93 76%	9 83%	14 89%	411 79%	24 94%	24 77%	64 90%	40 88%	469 82%	102 79%
								f						
Net: not useful		125 18%	78 16%	13 19%	27 22%	2 17%	2 11%	103 20%	2 6%	7 23%	7 10%	5 11%	99 17%	26 20%
								i						
Mean score		3.17	3.18	3.12	3.09	3.38	3.28	3.14	3.33	3.10	3.25	3.25	3.17	3.16
Standard deviation		.75	.73	.80	.81	.80	.67	.77	.60	.75	.66	.80	.74	.80
Standard error		.03	.03	.10	.07	.25	.17	.03	.12	.13	.08	.11	.03	.07

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Careers advisors at school/college.

Base: All who have researched careers

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	*k	*l
Significance Level: 95%													
Unweighted Total	716	109	115	60	45	65	60	30	97	61	48	20	6
Weighted Total	706	87	102	63	54	64	62	33	86	59	58	25	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 253 36%	29 34%	35 34%	19 30%	20 37%	17 26%	26 42%	16 49%	30 35%	20 34%	25 43%	10 40%	6 50%
Fairly useful	(3) 320 45%	43 49%	43 42%	32 50%	26 47%	33 52%	26 43%	12 37%	38 45%	28 47%	25 43%	10 40%	4 34%
Not very useful	(2) 114 16%	13 15%	23 23%	9 15%	7 13%	12 19%	8 13%	5 14%	15 17%	9 15%	5 8%	5 19%	2 17%
Not at all useful	(1) 12 2%	1 1%	1 1%	3 5%	- -	1 1%	- -	- -	1 1%	3 5%	2 4%	- -	- -
Don't know	7 1%	1 1%	- -	- -	1 2%	1 2%	1 1%	- -	2 2%	- -	1 2%	- -	- -
NETS													
Net: useful	574 81%	72 83%	78 76%	51 80%	46 85%	50 78%	53 85%	28 86%	69 80%	48 81%	50 85%	20 81%	10 83%
Net: not useful	125 18%	14 16%	24 24%	12 20%	7 13%	13 20%	8 13%	5 14%	16 19%	11 19%	7 12%	5 19%	2 17%
Mean score	3.17	3.16	3.10	3.05	3.25	3.04	3.30 e	3.35	3.16	3.10	3.27	3.21	3.33
Standard deviation	.75	.71	.77	.81	.68	.72	.70	.72	.75	.82	.79	.76	.78
Standard error	.03	.07	.07	.10	.10	.09	.09	.13	.08	.11	.12	.17	.32

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Careers advisors at school/college.

Base: All who have researched careers

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	*d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	716	68	9	368	26	100	13	613	241	259	262
Weighted Total	706	65	8	351	31	100	12	600	237	258	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 253 36%	26 40%	2 22%	121 34%	15 47%	41 41%	7 55%	216 36%	102 43%	114 44%	98 37%
Fairly useful	(3) 320 45%	32 48%	6 78%	153 43%	12 38%	44 44%	2 13%	271 45%	99 42%	102 40%	118 45%
Not very useful	(2) 114 16%	6 9%	- -	70 20%	2 8%	14 14%	2 18%	98 16%	30 13%	38 15%	40 15%
Not at all useful	(1) 12 2%	1 1%	- -	5 1%	2 8%	1 1%	2 13%	9 1%	4 2%	3 1%	3 1%
Don't know	7 1%	1 1%	- -	3 1%	- -	- -	- -	6 1%	2 1%	1 *	2 1%
NETS											
Net: useful	574 81%	58 89%	8 100%	274 78%	27 85%	85 85%	8 68%	488 81%	201 85%	216 84%	215 83%
Net: not useful	125 18%	7 10%	- -	75 21%	5 15%	15 15%	4 32%	107 18%	34 14%	41 16%	43 16%
Mean score	3.17	3.29	3.22	3.12	3.24	3.26	3.10	3.17	3.27	3.27	3.20
Standard deviation	.75	.69	.44	.77	.90	.73	1.17	.75	.75	.75	.73
Standard error	.03	.08	.15	.04	.18	.07	.32	.03	.05	.05	.05

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Careers advisors at school/college.

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	*h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	716	602	113	416	279	652	33	677	27	582	122	592	124	534	172	
Weighted Total	706	590	115	409	276	642	33	666	28	576	117	585	121	527	169	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	253	225	28	171	79	242	6	247	5	220	31	219	34	236	16
		36%	38%	24%	42%	29%	38%	19%	37%	19%	38%	27%	37%	28%	45%	10%
			b	d	f	j	l	n								
Fairly useful	(3)	320	257	63	170	137	283	20	296	16	261	52	263	58	246	68
		45%	44%	55%	41%	50%	44%	60%	44%	59%	45%	44%	45%	48%	47%	40%
			a	c												
Not very useful	(2)	114	91	22	61	49	100	7	105	6	82	30	89	24	42	71
		16%	15%	19%	15%	18%	16%	21%	16%	22%	14%	25%	15%	20%	8%	42%
											i			m		
Not at all useful	(1)	12	10	2	3	9	10	-	12	-	8	3	10	2	2	10
		2%	2%	1%	1%	3%	2%	-	2%	-	1%	3%	2%	2%	*	6%
						c									m	
Don't know		7	6	-	4	2	6	-	6	-	5	1	4	3	1	5
		1%	1%	-	1%	1%	1%	-	1%	-	1%	1%	1%	2%	*	3%
															m	
NETS																
Net: useful	574	482	91	341	216	526	26	543	22	481	83	482	92	482	84	
	81%	82%	79%	83%	78%	82%	79%	82%	78%	83%	71%	82%	76%	91%	49%	
										j				n		
Net: not useful	125	101	24	64	58	110	7	117	6	90	33	99	26	44	81	
	18%	17%	21%	16%	21%	17%	21%	18%	22%	16%	28%	17%	22%	8%	48%	
											i			m		
Mean score	3.17	3.20	3.02	3.26	3.05	3.19	2.98	3.18	2.97	3.21	2.96	3.19	3.05	3.36	2.55	
		b	d							j	n					
Standard deviation	.75	.76	.71	.73	.77	.75	.64	.76	.65	.74	.80	.75	.75	.64	.76	
Standard error	.03	.03	.07	.04	.05	.03	.11	.03	.12	.03	.07	.03	.07	.03	.06	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Social media networks (such as Facebook or Twitter).

Base: All who have researched careers

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	*m	n
Significance Level: 95%															
Unweighted Total	405	199	206	185	220	140	117	71	77	102	157	88	3	11	40
Weighted Total	405	207	197	182	222	137	118	73	78	101	151	92	3	11	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful (4)	78	39	39	31	48	20	28	12	19	25	28	18	1	2	5
	19%	19%	20%	17%	21%	15%	24%	16%	24%	24%	18%	20%	36%	19%	11%
Fairly useful (3)	176	89	88	72	104	64	48	32	34	41	64	47	-	6	17
	44%	43%	44%	40%	47%	47%	40%	43%	43%	40%	42%	51%	-	61%	40%
Not very useful (2)	124	63	61	67	57	42	37	24	21	27	52	20	2	1	19
	31%	30%	31%	37%	26%	30%	32%	32%	27%	27%	34%	22%	64%	12%	44%
Not at all useful (1)	18	12	6	10	9	8	3	4	4	6	6	3	-	1	2
	5%	6%	3%	5%	4%	6%	2%	5%	5%	6%	4%	4%	-	8%	6%
Don't know	8	4	3	3	5	4	2	2	-	3	2	3	-	-	-
	2%	2%	2%	1%	2%	3%	2%	3%	-	3%	1%	4%	-	-	-
NETS															
Net: useful	255	128	127	103	152	83	75	43	53	65	92	66	1	8	22
	63%	62%	64%	57%	68%	61%	64%	60%	68%	65%	61%	71%	36%	81%	50%
Net: not useful	142	75	67	77	66	50	40	27	25	33	57	23	2	2	21
	35%	36%	34%	42%	30%	36%	34%	38%	32%	33%	38%	25%	64%	19%	50%
Mean score	2.79	2.76	2.83	2.69	2.88	2.72	2.87	2.73	2.87	2.85	2.76	2.90	2.72	2.92	2.55
Standard deviation	.81	.83	.78	.82	.79	.79	.81	.80	.84	.87	.80	.76	1.15	.83	.76
Standard error	.04	.06	.05	.06	.05	.07	.08	.10	.10	.09	.06	.08	.66	.25	.12

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Social media networks (such as Facebook or Twitter).

Base: All who have researched careers

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	*d	*e	f	*g	*h	i	*j	k	l	
Significance Level: 95%														
Unweighted Total		405	243	45	90	5	9	318	9	22	31	22	330	69
Weighted Total		405	244	43	90	5	9	322	9	22	30	19	332	67
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	78	45	11	19	1	3	56	1	7	10	4	62	17
		19%	18%	25%	21%	19%	30%	17%	10%	33%	33%	24%	19%	25%
										f				
Fairly useful	(3)	176	109	13	42	4	-	143	6	6	10	8	148	25
		44%	45%	29%	46%	81%	-	44%	76%	26%	34%	45%	45%	37%
Not very useful	(2)	124	76	15	23	-	7	103	1	8	7	5	101	22
		31%	31%	36%	26%	-	70%	32%	14%	37%	22%	26%	31%	33%
Not at all useful	(1)	18	11	2	4	-	-	13	-	1	3	1	14	4
		5%	5%	5%	5%	-	-	4%	-	4%	11%	5%	4%	6%
Don't know		8	3	3	2	-	-	8	-	-	-	-	7	-
		2%	1%	6%	2%	-	-	2%	-	-	-	-	2%	-
				a										
NETS														
Net: useful		255	154	23	61	5	3	198	7	13	20	13	209	41
		63%	63%	54%	67%	100%	30%	62%	86%	59%	67%	69%	63%	62%
Net: not useful		142	87	17	27	-	7	116	1	9	10	6	116	26
		35%	36%	40%	30%	-	70%	36%	14%	41%	33%	31%	35%	38%
Mean score		2.79	2.78	2.78	2.86	3.19	2.61	2.77	2.96	2.89	2.89	2.88	2.79	2.81
Standard deviation		.81	.80	.90	.81	.44	.97	.79	.52	.94	1.01	.85	.80	.88
Standard error		.04	.05	.14	.09	.20	.32	.04	.17	.20	.18	.18	.04	.11

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Social media networks (such as Facebook or Twitter).

Base: All who have researched careers

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	*d	e	f	*g	h	i	*j	*k	*l
Significance Level: 95%														
Unweighted Total		405	55	66	37	28	30	33	19	56	34	26	17	4
Weighted Total		405	44	60	39	33	30	33	21	50	34	31	20	8
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	78 19%	7 16%	8 14%	9 24%	8 24%	5 18%	6 18%	2 10%	8 16%	7 20%	9 28%	5 23%	4 50%
Fairly useful	(3)	176 44%	19 42%	31 52%	17 44%	12 36%	11 36%	12 37%	10 47%	28 55%	18 53%	8 26%	9 42%	2 25%
Not very useful	(2)	124 31%	12 29%	20 33%	10 26%	12 36%	10 33%	13 40%	7 33%	11 22%	7 21%	13 42%	6 29%	2 25%
Not at all useful	(1)	18 5%	4 9%	1 1%	1 3%	1 4%	3 10%	1 3%	2 10%	3 5%	- -	1 3%	1 6%	- -
Don't know		8 2%	2 4%	- -	1 3%	- -	1 3%	1 3%	- -	1 2%	2 6%	- -	- -	- -
NETS														
Net: useful		255 63%	26 58%	39 66%	26 68%	20 60%	16 54%	18 55%	12 56%	36 71%	25 73%	17 54%	13 64%	6 75%
Net: not useful		142 35%	17 38%	20 34%	11 29%	13 40%	13 43%	14 42%	9 44%	14 27%	7 21%	14 46%	7 36%	2 25%
Mean score		2.79	2.67	2.78	2.92	2.81	2.63	2.72	2.56	2.83	2.99	2.79	2.81	3.25
Standard deviation		.81	.87	.69	.80	.86	.91	.80	.83	.76	.67	.91	.88	.88
Standard error		.04	.12	.09	.13	.16	.17	.14	.19	.10	.12	.18	.21	.44

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Social media networks (such as Facebook or Twitter).

Base: All who have researched careers

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY							LIKELY TO DO IN FUTURE			
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	*d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	405	41	3	185	13	64	6	336	141	183	160
Weighted Total	405	41	4	179	16	63	6	333	141	185	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 78 19%	13 32%	2 55%	27 15%	9 56%	13 21%	- -	67 20%	43 30%	55 30%	36 23%
Fairly useful	(3) 176 44%	17 41%	- -	80 45%	3 22%	24 38%	2 45%	143 43%	56 40%	69 37%	67 42%
Not very useful	(2) 124 31%	9 22%	2 45%	61 34%	4 23%	21 33%	1 20%	102 31%	32 23%	52 28%	45 28%
Not at all useful	(1) 18 5%	2 5%	- -	9 5%	- -	4 6%	2 35%	15 4%	9 6%	8 4%	6 4%
Don't know	8 2%	- -	- -	1 *	- -	1 1%	- -	7 2%	1 1%	1 *	4 3%
NETS											
Net: useful	255 63%	30 74%	2 55%	107 60%	12 77%	37 59%	2 45%	209 63%	99 70%	124 67%	103 65%
Net: not useful	142 35%	11 26%	2 45%	71 39%	4 23%	25 39%	3 55%	117 35%	41 29%	60 32%	51 32%
Mean score	2.79	3.01	3.10	2.70	3.33	2.76	2.10	2.80	2.95	2.93	2.86
Standard deviation	.81	.86	1.16	.79	.85	.87	.98	.81	.89	.87	.82
Standard error	.04	.13	.67	.06	.24	.11	.40	.04	.08	.06	.07

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Social media networks (such as Facebook or Twitter).

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	*h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	405	338	66	236	159	354	31	374	26	320	78	315	90	266	129
Weighted Total	405	338	66	238	157	353	31	372	28	322	76	315	90	267	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	78	5	61	16	72	4	69	9	65	14	63	15	58	19
		19%	8%	26%	10%	21%	13%	19%	32%	20%	18%	20%	17%	22%	15%
		b	d												
Fairly useful	(3)	176	26	90	81	157	13	168	7	157	17	134	42	124	49
		44%	40%	38%	52%	44%	41%	45%	23%	49%	22%	43%	47%	47%	38%
			c							j					
Not very useful	(2)	124	31	70	51	106	11	111	12	81	43	101	23	68	53
		31%	46%	29%	33%	30%	35%	30%	42%	25%	57%	32%	25%	25%	42%
			a							i				m	
Not at all useful	(1)	18	3	11	7	14	3	17	1	16	3	11	7	13	5
		5%	5%	5%	4%	4%	9%	5%	3%	5%	4%	4%	8%	5%	4%
Don't know		8	1	5	2	4	1	6	-	4	-	5	3	4	2
		2%	1%	2%	1%	1%	3%	2%	-	1%	-	1%	3%	2%	1%
NETS															
Net: useful		255	31	152	97	229	17	238	16	222	30	197	58	182	68
		63%	48%	64%	62%	65%	54%	64%	55%	69%	40%	63%	64%	68%	53%
			b							j				n	
Net: not useful		142	34	81	58	120	14	128	13	97	46	113	30	80	58
		35%	51%	34%	37%	34%	43%	35%	45%	30%	60%	36%	33%	30%	45%
			a							i				m	
Mean score		2.79	2.51	2.87	2.68	2.82	2.60	2.79	2.84	2.85	2.54	2.80	2.76	2.87	2.66
			b	d						j				n	
Standard deviation		.81	.71	.86	.72	.80	.84	.80	.93	.80	.83	.80	.84	.81	.78
Standard error		.04	.09	.06	.06	.04	.15	.04	.18	.04	.09	.05	.09	.05	.07

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Other.

Base: All who have researched careers

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED							
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	
Unweighted Total	16	8	8	9	7	4	7	2	3	2	4	6	-	1	2	
Weighted Total	16	8	8	8	8	4	7	2	3	2	4	7	-	1	2	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	
Very useful	(4)	10	5	5	5	4	3	5	1	1	2	3	3	-	1	1
		60%	62%	58%	65%	54%	71%	71%	39%	34%	100%	70%	47%	-	100%	50%
Fairly useful	(3)	4	1	2	1	2	1	-	1	1	-	1	2	-	-	-
		22%	14%	30%	13%	32%	29%	-	61%	36%	-	30%	37%	-	-	-
Not very useful	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all useful	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	2	1	2	1	-	2	-	1	-	-	1	-	-	1
		18%	24%	13%	22%	14%	-	29%	-	31%	-	-	16%	-	-	50%
NETS																
Net: useful		13	6	7	7	7	4	5	2	2	2	4	5	-	1	1
		82%	76%	87%	78%	86%	100%	71%	100%	69%	100%	100%	84%	-	100%	50%
Net: not useful		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean score		3.73	3.81	3.66	3.83	3.63	3.71	4.00	3.39	3.49	4.00	3.70	3.55	-	4.00	4.00
Standard deviation		.46	.43	.51	.41	.52	.52	-	.67	.68	-	.54	.55	-	-	-
Standard error		.13	.17	.19	.15	.21	.26	-	.48	.48	-	.27	.25	-	-	-

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Other.

Base: All who have researched careers

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		Total	*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l
Significance Level: 95%														
Unweighted Total		16	10	-	1	-	2	12	-	1	-	2	11	3
Weighted Total		16	10	-	1	-	2	13	-	1	-	2	11	3
		100%	100%	-	100%	-	100%	100%	-	100%	-	100%	100%	100%
Very useful	(4)	10	7	-	-	-	2	7	-	1	-	2	7	3
		60%	67%	-	-	-	100%	56%	-	100%	-	100%	60%	100%
Fairly useful	(3)	4	2	-	1	-	-	4	-	-	-	-	4	-
		22%	23%	-	100%	-	-	28%	-	-	-	-	31%	-
Not very useful	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all useful	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	1	-	-	-	-	2	-	-	-	-	1	-
		18%	11%	-	-	-	-	16%	-	-	-	-	9%	-
NETS														
Net: useful		13	9	-	1	-	2	11	-	1	-	2	10	3
		82%	89%	-	100%	-	100%	84%	-	100%	-	100%	91%	100%
Net: not useful		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Mean score		3.73	3.74	-	3.00	-	4.00	3.66	-	4.00	-	4.00	3.66	4.00
Standard deviation		.46	.46	-	-	-	-	.50	-	-	-	*	.50	-
Standard error		.13	.15	-	-	-	-	.16	-	-	-	*	.16	-

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Other.

Base: All who have researched careers

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l
Significance Level: 95%													
Unweighted Total	16	2	5	1	1	2	1	-	3	1	-	-	-
Weighted Total	16	2	5	1	1	2	1	-	3	1	-	-	-
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	-	-	-
Very useful	(4)	10	2	2	1	-	1	1	-	3	-	-	-
	60%	100%	40%	100%	-	45%	100%	-	100%	-	-	-	-
Fairly useful	(3)	4	-	-	-	1	1	-	-	1	-	-	-
	22%	-	-	-	100%	55%	-	-	-	100%	-	-	-
Not very useful	(2)	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all useful	(1)	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	-	3	-	-	-	-	-	-	-	-	-	-
	18%	-	60%	-	-	-	-	-	-	-	-	-	-
NETS													
Net: useful	13	2	2	1	1	2	1	-	3	1	-	-	-
	82%	100%	40%	100%	100%	100%	100%	-	100%	100%	-	-	-
Net: not useful	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean score	3.73	4.00	4.00	4.00	3.00	3.45	4.00	-	4.00	3.00	-	-	-
Standard deviation	.46	*	-	-	-	.69	-	-	-	-	-	-	-
Standard error	.13	*	-	-	-	.49	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Other.

Base: All who have researched careers

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY					LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j
Unweighted Total	16	1	-	5	-	2	-	12	4	6	7
Weighted Total	16	1	-	5	-	2	-	12	4	6	7
	100%	100%	-	100%	-	100%	-	100%	100%	100%	100%
Very useful	(4) 10 60%	1 100%	-	4 77%	-	2 100%	-	7 62%	3 73%	6 100%	4 67%
Fairly useful	(3) 4 22%	-	-	1 23%	-	-	-	4 30%	1 27%	-	1 18%
Not very useful	(2) -	-	-	-	-	-	-	-	-	-	-
Not at all useful	(1) -	-	-	-	-	-	-	-	-	-	-
Don't know	3 18%	-	-	-	-	-	-	1 9%	-	-	1 16%
NETS											
Net: useful	13 82%	1 100%	-	5 100%	-	2 100%	-	11 91%	4 100%	6 100%	6 84%
Net: not useful	-	-	-	-	-	-	-	-	-	-	-
Mean score	3.73	4.00	-	3.77	-	4.00	-	3.68	3.73	4.00	3.79
Standard deviation	.46	-	-	.48	-	-	-	.49	.50	-	.45
Standard error	.13	-	-	.21	-	-	-	.15	.25	-	.18

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q13. When researching careers, how useful, if at all, have you found each of the following as sources of information?

Other.

Base: All who have researched careers

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n
Significance Level: 95%															
Unweighted Total	16	13	1	5	8	12	-	13	-	13	1	11	5	7	6
Weighted Total	16	13	1	5	8	12	-	13	-	13	1	11	5	7	6
	100%	100%	100%	100%	100%	100%	-	100%	-	100%	100%	100%	100%	100%	100%
Very useful	(4)	10	8	1	3	6	8	-	8	-	10	7	2	6	3
		60%	65%	100%	56%	71%	62%	-	65%	-	74%	68%	43%	84%	45%
Fairly useful	(3)	4	4	-	2	1	4	-	4	-	2	4	-	1	2
		22%	27%	-	44%	16%	29%	-	27%	-	18%	32%	-	16%	38%
Not very useful	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all useful	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	1	-	-	1	-	1	-	1	-	-	3	-	1
		18%	8%	-	-	13%	9%	8%	-	8%	-	-	57%	-	16%
NETS															
Net: useful		13	12	1	5	7	11	-	12	-	12	11	2	7	5
		82%	92%	100%	100%	87%	91%	-	92%	-	92%	100%	43%	100%	84%
Net: not useful		-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean score		3.73	3.71	4.00	3.56	3.82	3.68	-	3.70	-	3.80	3.68	4.00	3.84	3.54
Standard deviation		.46	.48	-	.55	.42	.49	-	.48	-	.42	.49	-	.40	.55
Standard error		.13	.14	-	.25	.16	.15	-	.14	-	.12	.15	-	.15	.25

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q14_SUM. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

SUMMARY TABLE

Base: All who have undertaken work experience

							NETS		
	Total	Very useful	Fairly useful	Not very useful	Not at all useful	Don't know	Net: useful	Net: not useful	Mean
Helping you to decide what career pathway you wanted to pursue	1195 100%	379 32%	436 37%	248 21%	101 8%	31 3%	815 68%	349 29%	2.94
Deciding what subjects to study at Sixth Form/College/University	1195 100%	254 21%	364 30%	342 29%	194 16%	40 3%	618 52%	536 45%	2.59
Gaining awareness of the world of work	1195 100%	481 40%	503 42%	127 11%	51 4%	32 3%	985 82%	178 15%	3.22
Developing skills needed in the workplace	1195 100%	406 34%	504 42%	198 17%	60 5%	26 2%	911 76%	258 22%	3.07
Getting a part-time job	1195 100%	214 18%	407 34%	278 23%	226 19%	70 6%	621 52%	504 42%	2.54
Getting a full-time job	1195 100%	184 15%	288 24%	291 24%	276 23%	155 13%	473 40%	567 47%	2.37

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Helping you to decide what career pathway you wanted to pursue.

Base: All who have undertaken work experience

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1191	573	618	560	631	409	365	193	224	286	454	278	15	47	104
Weighted Total	1195	597	598	552	642	404	369	194	227	284	441	291	16	47	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 379 32%	182 31%	197 33%	188 34%	191 30%	117 29%	128 35%	56 29%	78 34%	106 37%	127 29%	88 30%	4 26%	19 41%	34 31%
Fairly useful	(3) 436 37%	233 39%	203 34%	194 35%	243 38%	146 36%	139 38%	77 40%	73 32%	100 35%	167 38%	101 35%	9 56%	14 30%	41 37%
Not very useful	(2) 248 21%	124 21%	124 21%	114 21%	134 21%	99 25%	61 17%	38 20%	49 22%	51 18%	88 20%	70 24%	1 7%	10 22%	27 24%
Not at all useful	(1) 101 8%	37 6%	64 11%	44 8%	57 9%	34 8%	28 8%	19 10%	20 9%	19 7%	46 10%	25 9%	1 5%	1 3%	8 8%
Don't know	31 3%	21 3%	10 2%	13 2%	18 3%	8 2%	13 3%	3 2%	7 3%	8 3%	13 3%	7 2%	1 6%	2 4%	- -
NETS			a												
Net: useful	815 68%	416 70%	400 67%	381 69%	434 68%	264 65%	267 72%	134 69%	151 66%	206 73%	294 67%	189 65%	13 82%	33 71%	75 68%
Net: not useful	349 29%	160 27%	188 32%	158 29%	191 30%	133 33%	89 24%	57 30%	70 31%	70 25%	134 30%	94 32%	2 12%	12 25%	35 32%
Mean score	2.94	2.97	2.91	2.97	2.91	2.88	3.03	2.89	2.95	3.06	2.88	2.89	3.10	3.14	2.92
Standard deviation	.94	.89	.99	.94	.94	.93	.92	.94	.97	.92	.96	.95	.77	.88	.92
Standard error	.03	.04	.04	.04	.04	.05	.05	.07	.07	.05	.05	.06	.21	.13	.09

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Helping you to decide what career pathway you wanted to pursue.

Base: All who have undertaken work experience

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1191	707	140	274	23	23	894	37	51	121	65	1191	-
Weighted Total	1195	705	135	280	25	25	914	39	50	114	57	1195	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very useful	(4)	379	219	41	97	7	285	11	15	40	20	379	-
		32%	31%	30%	35%	27%	31%	27%	31%	36%	36%	32%	-
Fairly useful	(3)	436	252	56	106	9	332	15	18	42	21	436	-
		37%	36%	42%	38%	36%	36%	38%	37%	37%	37%	37%	-
Not very useful	(2)	248	152	24	51	9	195	9	11	20	11	248	-
		21%	22%	17%	18%	34%	21%	23%	23%	18%	19%	21%	-
Not at all useful	(1)	101	69	6	21	-	80	4	4	8	4	101	-
		8%	10%	5%	7%	-	9%	10%	7%	7%	8%	8%	-
Don't know		31	14	7	5	1	23	1	1	3	-	31	-
		3%	2%	6%	2%	3%	2%	2%	2%	3%	-	3%	-
				ac									
NETS													
Net: useful		815	471	97	203	16	617	26	34	83	41	815	-
		68%	67%	72%	72%	63%	67%	65%	68%	73%	73%	68%	-
Net: not useful		349	220	30	72	9	274	13	15	28	15	349	-
		29%	31%	22%	26%	34%	30%	33%	30%	25%	27%	29%	-
			b										
Mean score		2.94	2.90	3.04	3.02	2.93	2.92	2.84	2.93	3.04	3.01	2.94	-
Standard deviation		.94	.96	.84	.92	.80	.94	.96	.93	.92	.94	.94	-
Standard error		.03	.04	.07	.06	.17	.03	.16	.13	.08	.12	.03	-

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Helping you to decide what career pathway you wanted to pursue.

Base: All who have undertaken work experience

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%														
Unweighted Total		1191	180	178	93	94	122	79	44	150	102	83	54	12
Weighted Total		1195	143	162	99	114	121	80	48	134	103	100	66	24
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	379 32%	48 34%	50 31%	25 25%	24 21%	50 41%	34 42%	7 15%	48 36%	27 26%	37 37%	22 33%	6 24%
			dg	g			cdgi	cdgi		dg		dg	g	
Fairly useful	(3)	436 37%	54 37%	53 33%	30 31%	59 52%	39 32%	25 31%	21 43%	44 33%	37 36%	40 40%	22 34%	12 50%
						abcefhik								
Not very useful	(2)	248 21%	31 22%	36 22%	32 33%	15 13%	20 17%	14 17%	13 26%	27 20%	24 23%	16 16%	15 22%	6 26%
					defhj									
Not at all useful	(1)	101 8%	7 5%	19 12%	11 11%	12 10%	7 6%	6 8%	6 11%	11 9%	12 12%	5 5%	6 9%	- -
				a							a			
Don't know		31 3%	3 2%	4 2%	1 1%	4 3%	5 4%	2 2%	2 4%	3 2%	3 3%	2 2%	1 2%	- -
NETS														
Net: useful		815 68%	102 71%	103 64%	55 56%	83 73%	90 74%	58 73%	28 58%	92 69%	64 62%	78 77%	45 67%	18 74%
			c			c	c	c		c		bcgi		
Net: not useful		349 29%	38 27%	54 34%	43 43%	27 24%	27 22%	20 25%	18 38%	38 29%	36 35%	21 20%	20 31%	6 26%
				ej	adehij				ej		ej			
Mean score		2.94	3.02	2.86	2.71	2.87	3.15	3.10	2.64	2.99	2.78	3.12	2.94	2.99
			cgi				bcdgi	cgi		cg		bcgi		
Standard deviation		.94	.88	1.00	.97	.88	.91	.96	.89	.97	.98	.85	.97	.72
Standard error		.03	.07	.08	.10	.09	.08	.11	.14	.08	.10	.09	.13	.21

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Helping you to decide what career pathway you wanted to pursue.

Base: All who have undertaken work experience

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1191	124	12	564	41	149	20	991	409	452	477
Weighted Total	1195	123	12	547	49	147	20	984	408	455	482
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 379 32%	50 41%	3 29%	162 30%	19 39%	56 38%	2 11%	320 33%	147 36%	166 36%	166 34%
Fairly useful	(3) 436 37%	38 31%	7 56%	195 36%	18 37%	59 40%	12 59%	359 37%	149 37%	175 39%	178 37%
Not very useful	(2) 248 21%	22 18%	1 8%	121 22%	11 22%	22 15%	5 26%	200 20%	81 20%	78 17%	90 19%
Not at all useful	(1) 101 8%	10 8%	1 7%	56 10%	1 2%	7 5%	1 4%	85 9%	24 6%	27 6%	36 7%
Don't know	31 3%	3 3%	- -	12 2%	- -	3 2%	- -	19 2%	6 2%	8 2%	12 3%
NETS											
Net: useful	815 68%	88 72%	10 85%	357 65%	37 75%	114 78%	14 70%	680 69%	297 73%	341 75%	345 71%
Net: not useful	349 29%	32 26%	2 15%	177 32%	12 25%	29 20%	6 30%	285 29%	105 26%	105 23%	125 26%
Mean score	2.94	3.07 c	3.07	2.87	3.12	3.13 c	2.77	2.95	3.04	3.07 g	3.01
Standard deviation	.94	.97	.84	.97	.84	.85	.71	.94	.90	.89	.92
Standard error	.03	.09	.24	.04	.13	.07	.16	.03	.04	.04	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Helping you to decide what career pathway you wanted to pursue.

Base: All who have undertaken work experience

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1191	985	205	720	434	1038	94	1080	79	923	228	841	350	778	374
Weighted Total	1195	984	209	718	439	1039	97	1079	84	929	226	843	352	779	377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 379	342	37	270	101	351	20	359	17	336	36	284	95	282	90
	32%	35%	18%	38%	23%	34%	20%	33%	20%	36%	16%	34%	27%	36%	24%
		b		d		f		h		j		l		n	
Fairly useful	(3) 436	361	75	273	155	370	45	385	43	341	86	311	125	296	134
	37%	37%	36%	38%	35%	36%	46%	36%	52%	37%	38%	37%	36%	38%	35%
						e		g							
Not very useful	(2) 248	194	53	123	118	216	25	227	17	183	60	178	70	147	95
	21%	20%	25%	17%	27%	21%	26%	21%	20%	20%	27%	21%	20%	19%	25%
					c					i				m	
Not at all useful	(1) 101	73	28	41	54	91	5	93	7	56	41	60	40	46	49
	8%	7%	13%	6%	12%	9%	5%	9%	8%	6%	18%	7%	12%	6%	13%
		a		c						i		k		m	
Don't know	31	14	16	11	10	12	3	15	-	11	3	9	21	8	9
	3%	1%	8%	2%	2%	1%	3%	1%	-	1%	1%	1%	6%	1%	2%
			a									k			
NETS															
Net: useful	815	703	112	544	257	721	64	745	60	677	122	595	220	578	224
	68%	71%	54%	76%	58%	69%	66%	69%	72%	73%	54%	71%	63%	74%	59%
		b		d						j		l		n	
Net: not useful	349	267	81	164	172	307	30	320	23	240	101	238	110	192	144
	29%	27%	39%	23%	39%	30%	31%	30%	28%	26%	44%	28%	31%	25%	38%
			a		c					i				m	
Mean score	2.94	3.00	2.63	3.09	2.71	2.95	2.84	2.95	2.85	3.04	2.53	2.98	2.83	3.06	2.72
		b		d						j		l		n	
Standard deviation	.94	.92	.96	.88	.97	.95	.81	.95	.84	.90	.97	.92	.98	.89	.98
Standard error	.03	.03	.07	.03	.05	.03	.09	.03	.09	.03	.06	.03	.05	.03	.05

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Deciding what subjects to study at Sixth Form/College/University.

Base: All who have undertaken work experience

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Unweighted Total	1191	573	618	560	631	409	365	193	224	286	454	278	15	47	104	
Weighted Total	1195	597	598	552	642	404	369	194	227	284	441	291	16	47	110	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	254	144	110	115	139	65	90	41	58	72	91	57	6	5	21
		21%	24%	18%	21%	22%	16%	24%	21%	25%	25%	21%	20%	40%	12%	19%
			b				e		e	m						
Fairly useful	(3)	364	183	182	180	184	129	114	60	62	95	136	83	4	18	27
		30%	31%	30%	33%	29%	32%	31%	31%	27%	33%	31%	28%	26%	39%	25%
Not very useful	(2)	342	163	179	148	193	126	92	58	66	69	117	92	4	13	43
		29%	27%	30%	27%	30%	31%	25%	30%	29%	24%	27%	32%	24%	27%	39%
															ij	
Not at all useful	(1)	194	82	112	92	102	77	57	29	32	37	80	50	1	9	17
		16%	14%	19%	17%	16%	19%	15%	15%	14%	13%	18%	17%	5%	19%	16%
				a												
Don't know		40	24	16	16	24	8	16	7	10	11	16	9	1	2	1
		3%	4%	3%	3%	4%	2%	4%	3%	4%	4%	4%	3%	6%	4%	1%
							e									
NETS																
Net: useful		618	327	291	295	323	194	204	100	119	167	228	140	11	23	49
		52%	55%	49%	53%	50%	48%	55%	52%	53%	59%	52%	48%	65%	50%	44%
			b					e			kn					
Net: not useful		536	245	291	241	295	202	149	87	98	106	197	142	5	21	60
		45%	41%	49%	44%	46%	50%	40%	45%	43%	37%	45%	49%	29%	46%	55%
				a			f				i	i			i	
Mean score		2.59	2.68	2.50	2.59	2.58	2.46	2.67	2.60	2.67	2.74	2.56	2.52	3.06	2.45	2.48
			b					e		e	jkn					
Standard deviation		1.01	1.01	1.01	1.01	1.01	.98	1.03	1.00	1.02	1.00	1.03	1.01	.97	.95	.98
Standard error		.03	.04	.04	.04	.04	.05	.06	.07	.07	.06	.05	.06	.26	.14	.10

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Deciding what subjects to study at Sixth Form/College/University.

Base: All who have undertaken work experience

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1191	707	140	274	23	23	894	37	51	121	65	1191	-
Weighted Total	1195	705	135	280	25	25	914	39	50	114	57	1195	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very useful	(4) 254 21%	139 20%	36 26%	67 24%	5 19%	2 7%	193 21%	8 21%	6 12%	25 22%	18 31% h	254 21%	-
Fairly useful	(3) 364 30%	211 30%	38 28%	100 35%	8 30%	6 25%	265 29%	11 29%	19 38%	42 37%	18 32%	364 30%	-
Not very useful	(2) 342 29%	210 30%	32 24%	71 25%	9 37%	9 35%	269 29%	14 35%	15 31%	30 27%	11 20%	342 29%	-
Not at all useful	(1) 194 16%	129 18% c	19 14%	34 12%	3 11%	5 19%	158 17%	4 11%	9 17%	14 12%	7 13%	194 16%	-
Don't know	40 3%	16 2%	10 7% a	9 3%	1 3%	3 14%	28 3%	2 4%	1 2%	2 2%	2 4%	40 3%	-
NETS													
Net: useful	618 52%	350 50%	73 54%	166 59% a	12 49%	8 32%	458 50%	19 49%	25 50%	67 59%	36 63% f	618 52%	-
Net: not useful	536 45%	338 48% bc	52 38%	105 37%	12 48%	14 54%	427 47% j	18 46%	24 48%	44 39%	19 33%	536 45%	-
Mean score	2.59	2.52	2.72 a	2.74 a	2.58	2.23	2.56	2.62	2.45	2.70	2.84 fh	2.59	-
Standard deviation	1.01	1.01	1.04	.97	.95	.90	1.02	.96	.93	.96	1.04	1.01	-
Standard error	.03	.04	.09	.06	.20	.20	.03	.16	.13	.09	.13	.03	-

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Deciding what subjects to study at Sixth Form/College/University.

Base: All who have undertaken work experience

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1191	180	178	93	94	122	79	44	150	102	83	54	12
Weighted Total	1195	143	162	99	114	121	80	48	134	103	100	66	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 254 21%	35 24%	27 17%	13 13%	20 18%	32 26%	19 24%	4 9%	38 29%	20 19%	23 23%	15 22%	8 33%
		cg				bcg	g		bcg				
Fairly useful	(3) 364 30%	44 31%	49 30%	31 32%	36 32%	43 35%	22 28%	17 36%	38 28%	31 30%	28 28%	16 24%	8 33%
Not very useful	(2) 342 29%	36 25%	54 34%	35 35%	33 29%	31 26%	25 31%	18 37%	30 22%	28 27%	28 28%	17 25%	8 33%
			h	h				h					
Not at all useful	(1) 194 16%	21 15%	27 17%	17 17%	22 19%	12 10%	9 11%	7 14%	24 18%	22 21%	18 18%	17 26%	- -
					e					e		aef	
Don't know	40 3%	7 5%	5 3%	3 3%	3 2%	4 3%	5 6%	2 4%	4 3%	3 3%	4 4%	1 2%	- -
NETS													
Net: useful	618 52%	79 55%	76 47%	44 44%	56 50%	75 62%	42 52%	22 45%	76 57%	50 49%	51 51%	31 47%	16 67%
						bc							
Net: not useful	536 45%	57 40%	81 50%	51 52%	55 48%	43 35%	34 42%	25 51%	53 40%	50 48%	46 46%	34 51%	8 33%
			ae	ae						e		e	
Mean score	2.59	2.69	2.49	2.42	2.50	2.81	2.69	2.42	2.70	2.48	2.58	2.44	3.00
		c				bcdgik			c				
Standard deviation	1.01	1.02	.97	.93	1.01	.95	.98	.86	1.09	1.04	1.05	1.12	.83
Standard error	.03	.08	.07	.10	.11	.09	.11	.13	.09	.10	.12	.15	.24

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Deciding what subjects to study at Sixth Form/College/University.

Base: All who have undertaken work experience

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1191	124	12	564	41	149	20	991	409	452	477
Weighted Total	1195	123	12	547	49	147	20	984	408	455	482
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 254 21%	34 27%	2 15%	97 18%	14 29%	44 30%	9 44%	213 22%	119 29%	132 29%	115 24%
		c				c			g	g	
Fairly useful	(3) 364 30%	50 40%	2 17%	169 31%	8 17%	52 35%	5 27%	308 31%	135 33%	155 34%	153 32%
		cd				d					
Not very useful	(2) 342 29%	23 19%	7 62%	160 29%	21 42%	31 21%	3 15%	281 29%	96 24%	110 24%	127 26%
				ae	ae						
Not at all useful	(1) 194 16%	11 9%	1 7%	107 20%	6 12%	14 10%	3 15%	156 16%	50 12%	47 10%	72 15%
				ae				i			i
Don't know	40 3%	5 4%	- -	15 3%	- -	6 4%	- -	26 3%	8 2%	10 2%	16 3%
NETS											
Net: useful	618 52%	84 68%	4 31%	266 49%	23 46%	96 65%	14 71%	522 53%	254 62%	288 63%	268 55%
		cd				cd			gj	gj	
Net: not useful	536 45%	34 28%	8 69%	267 49%	27 54%	45 31%	6 29%	436 44%	146 36%	158 35%	199 41%
				ae	ae			hi			i
Mean score	2.59	2.90	2.39	2.48	2.62	2.90	3.00	2.60	2.81	2.84	2.67
		c				c			gj	gj	
Standard deviation	1.01	.93	.86	1.01	1.04	.96	1.11	1.01	1.00	.97	1.01
Standard error	.03	.08	.25	.04	.16	.08	.25	.03	.05	.05	.05

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Deciding what subjects to study at Sixth Form/College/University.

Base: All who have undertaken work experience

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1191	985	205	720	434	1038	94	1080	79	923	228	841	350	778	374
Weighted Total	1195	984	209	718	439	1039	97	1079	84	929	226	843	352	779	377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 254	231	23	190	60	229	19	239	13	233	18	186	68	195	58
	21%	23%	11%	26%	14%	22%	20%	22%	16%	25%	8%	22%	19%	25%	15%
		b		d						j				n	
Fairly useful	(3) 364	307	57	239	120	313	38	332	26	299	60	263	101	255	104
	30%	31%	27%	33%	27%	30%	40%	31%	31%	32%	26%	31%	29%	33%	28%
				d											
Not very useful	(2) 342	282	60	185	149	298	27	313	25	257	76	241	100	220	118
	29%	29%	28%	26%	34%	29%	28%	29%	29%	28%	34%	29%	29%	28%	31%
				c											
Not at all useful	(1) 194	140	54	86	100	176	9	169	20	122	67	135	59	92	88
	16%	14%	26%	12%	23%	17%	10%	16%	24%	13%	30%	16%	17%	12%	23%
		a		a		c				i				m	
Don't know	40	24	15	19	10	22	3	26	-	18	5	18	23	17	9
	3%	2%	7%	3%	2%	2%	3%	2%	-	2%	2%	2%	6%	2%	3%
			a									k			
NETS															
Net: useful	618	538	80	429	180	542	58	572	39	532	78	449	169	449	162
	52%	55%	38%	60%	41%	52%	60%	53%	47%	57%	35%	53%	48%	58%	43%
		b		d						j				n	
Net: not useful	536	422	114	270	249	475	36	482	44	379	143	376	160	312	206
	45%	43%	54%	38%	57%	46%	37%	45%	53%	41%	63%	45%	45%	40%	55%
			a		c					i				m	
Mean score	2.59	2.65	2.26	2.76	2.33	2.59	2.72	2.61	2.39	2.71	2.14	2.61	2.54	2.72	2.36
		b		d						j				n	
Standard deviation	1.01	1.00	1.00	.99	.98	1.02	.90	1.01	1.02	.99	.94	1.01	1.01	.98	1.01
Standard error	.03	.03	.07	.04	.05	.03	.09	.03	.11	.03	.06	.04	.06	.04	.05

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Gaining awareness of the world of work.

Base: All who have undertaken work experience

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1191	573	618	560	631	409	365	193	224	286	454	278	15	47	104
Weighted Total	1195	597	598	552	642	404	369	194	227	284	441	291	16	47	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	481	248	234	252	167	155	68	91	108	171	112	8	27	52
		40%	42%	39%	46%	41%	42%	35%	40%	38%	39%	39%	51%	58%	47%
				d										ijk	
Fairly useful	(3)	503	250	254	215	180	148	85	89	120	182	133	6	14	46
		42%	42%	42%	39%	45%	45%	40%	44%	39%	42%	41%	46%	38%	30%
				c											
Not very useful	(2)	127	59	68	53	74	37	33	31	27	31	53	31	-	3
		11%	10%	11%	10%	12%	9%	9%	16%	12%	11%	12%	11%	-	6%
								ef							
Not at all useful	(1)	51	19	32	18	33	16	17	6	12	15	20	8	1	2
		4%	3%	5%	3%	5%	4%	5%	3%	5%	5%	5%	3%	5%	5%
Don't know		32	21	11	14	17	4	16	4	8	10	14	6	1	-
		3%	4%	2%	3%	3%	1%	4%	2%	3%	4%	3%	2%	6%	-
							e		e						
NETS															
Net: useful	985	497	487	467	518	347	303	153	181	228	353	245	15	41	98
	82%	83%	81%	85%	81%	86%	82%	79%	79%	80%	80%	84%	90%	89%	89%
						gh									ij
Net: not useful	178	78	100	71	107	53	50	37	39	46	73	39	1	5	12
	15%	13%	17%	13%	17%	13%	13%	19%	17%	16%	17%	14%	5%	11%	11%
Mean score	3.22	3.26	3.17	3.30	3.14	3.24	3.25	3.13	3.18	3.17	3.18	3.23	3.44	3.42	3.32
				d											
Standard deviation	.81	.77	.84	.78	.82	.78	.81	.79	.85	.84	.83	.75	.77	.83	.78
Standard error	.02	.03	.03	.03	.03	.04	.04	.06	.06	.05	.04	.05	.21	.12	.08

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Gaining awareness of the world of work.

Base: All who have undertaken work experience

	CURRENT WORKING STATUS						ETHNICITY					WORK EXPERIENCE	
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	*d	*e	f	g	h	i	j	k	*l	
Significance Level: 95%													
Unweighted Total	1191	707	140	274	23	23	894	37	51	121	65	1191	-
Weighted Total	1195	705	135	280	25	25	914	39	50	114	57	1195	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very useful	(4) 481 40%	307 43%	46 34%	102 36%	12 49%	4 16%	354 39%	17 43%	20 39%	50 44%	29 51%	481 40%	- -
		bc								f			
Fairly useful	(3) 503 42%	296 42%	59 44%	119 42%	9 36%	13 52%	391 43%	16 41%	22 44%	46 40%	24 42%	503 42%	- -
Not very useful	(2) 127 11%	61 9%	19 14%	38 14%	2 10%	2 8%	102 11%	5 12%	5 11%	12 10%	2 4%	127 11%	- -
			a										
Not at all useful	(1) 51 4%	31 4%	4 3%	13 4%	- -	2 10%	41 5%	1 2%	2 4%	4 4%	2 3%	51 4%	- -
Don't know	32 3%	10 1%	7 6%	9 3%	1 5%	3 14%	26 3%	1 2%	1 2%	2 2%	- -	32 3%	- -
			a										
NETS													
Net: useful	985 82%	603 86%	105 78%	221 79%	22 85%	17 68%	745 82%	33 84%	42 84%	96 84%	53 94%	985 82%	- -
		bc								f			
Net: not useful	178 15%	92 13%	22 17%	50 18%	2 10%	4 18%	143 16%	6 14%	7 15%	16 14%	4 6%	178 15%	- -
			a				j						
Mean score	3.22	3.26	3.15	3.14	3.41	2.87	3.19	3.27	3.21	3.26	3.42	3.22	-
		c								f			
Standard deviation	.81	.80	.78	.83	.68	.87	.81	.76	.80	.80	.70	.81	-
Standard error	.02	.03	.07	.05	.15	.19	.03	.13	.11	.07	.09	.02	-

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Gaining awareness of the world of work.

Base: All who have undertaken work experience

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1191	180	178	93	94	122	79	44	150	102	83	54	12
Weighted Total	1195	143	162	99	114	121	80	48	134	103	100	66	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 481 40%	61 43%	69 43%	38 39%	41 36%	54 44%	34 43%	18 37%	57 43%	34 33%	47 47%	20 30%	8 33%
Fairly useful	(3) 503 42%	63 44%	65 41%	37 37%	52 46%	46 38%	35 43%	19 40%	46 35%	57 56%	36 36%	30 45%	16 67%
Not very useful	(2) 127 11%	14 10%	14 8%	12 12%	14 13%	13 11%	9 11%	7 14%	19 14%	8 8%	7 7%	10 15%	- -
Not at all useful	(1) 51 4%	2 2%	10 6%	8 9%	2 2%	5 4%	1 1%	1 3%	7 5%	3 3%	6 6%	5 7%	- -
Don't know	32 3%	2 2%	3 2%	3 3%	4 3%	4 3%	1 1%	3 7%	4 3%	1 1%	4 4%	3 4%	- -
NETS													
Net: useful	985 82%	124 87%	135 83%	75 76%	93 82%	100 82%	69 86%	37 77%	104 77%	91 88%	83 83%	49 74%	24 100%
Net: not useful	178 15%	16 11%	24 15%	21 21%	17 15%	18 14%	10 13%	8 17%	26 20%	11 11%	13 13%	14 22%	- -
Mean score	3.22	3.30	3.22	3.10	3.20	3.27	3.30	3.19	3.18	3.19	3.28	3.01	3.33
Standard deviation	.81	.72	.86	.94	.74	.81	.72	.80	.89	.70	.86	.87	.48
Standard error	.02	.05	.06	.10	.08	.08	.08	.12	.07	.07	.10	.12	.14

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Gaining awareness of the world of work.

Base: All who have undertaken work experience

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1191	124	12	564	41	149	20	991	409	452	477
Weighted Total	1195	123	12	547	49	147	20	984	408	455	482
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 481 40%	58 47%	6 54%	214 39%	23 46%	64 43%	8 40%	410 42%	171 42%	204 45%	197 41%
Fairly useful	(3) 503 42%	42 34%	5 46%	232 42%	22 44%	59 40%	8 41%	414 42%	167 41%	181 40%	202 42%
Not very useful	(2) 127 11%	12 10%	- -	65 12%	3 5%	14 10%	3 14%	99 10%	51 12%	42 9%	52 11%
Not at all useful	(1) 51 4%	6 5%	- -	24 4%	2 5%	6 4%	1 4%	43 4%	12 3%	19 4%	19 4%
Don't know	32 3%	5 4%	- -	12 2%	- -	4 3%	- -	19 2%	7 2%	9 2%	12 2%
NETS											
Net: useful	985 82%	101 82%	12 100%	446 82%	44 90%	123 84%	16 82%	823 84%	338 83%	385 85%	400 83%
Net: not useful	178 15%	18 15%	- -	88 16%	5 10%	20 14%	4 18%	142 14%	63 15%	61 13%	71 15%
Mean score	3.22	3.29	3.54	3.19	3.31	3.26	3.18	3.23	3.24	3.28	3.23
Standard deviation	.81	.84	.52	.81	.79	.80	.85	.81	.79	.80	.80
Standard error	.02	.08	.15	.03	.12	.07	.19	.03	.04	.04	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Gaining awareness of the world of work.

Base: All who have undertaken work experience

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1191	985	205	720	434	1038	94	1080	79	923	228	841	350	778	374
Weighted Total	1195	984	209	718	439	1039	97	1079	84	929	226	843	352	779	377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful (4)	481	428	54	326	145	448	20	466	13	421	52	364	117	355	119
	40%	43%	26%	45%	33%	43%	21%	43%	15%	45%	23%	43%	33%	46%	32%
		b		d		f		h		j		l		n	
Fairly useful (3)	503	406	97	283	208	435	45	452	40	394	98	362	142	336	155
	42%	41%	46%	39%	47%	42%	46%	42%	48%	42%	43%	43%	40%	43%	41%
				c											
Not very useful (2)	127	97	30	76	49	104	17	104	20	71	52	75	52	61	63
	11%	10%	14%	11%	11%	10%	18%	10%	23%	8%	23%	9%	15%	8%	17%
				e							i				m
Not at all useful (1)	51	40	11	25	25	39	9	43	8	38	14	33	18	19	29
	4%	4%	5%	3%	6%	4%	9%	4%	10%	4%	6%	4%	5%	2%	8%
				e											m
Don't know	32	13	17	9	12	13	6	15	3	5	10	9	23	8	12
	3%	1%	8%	1%	3%	1%	6%	1%	4%	1%	5%	1%	7%	1%	3%
			a				e				i		k		m
NETS															
Net: useful	985	834	151	609	353	882	65	917	53	815	150	726	259	691	274
	82%	85%	72%	85%	80%	85%	67%	85%	63%	88%	66%	86%	74%	89%	73%
		b		f				h		j		l		n	
Net: not useful	178	137	41	101	74	143	26	147	28	108	66	109	69	80	92
	15%	14%	20%	14%	17%	14%	27%	14%	33%	12%	29%	13%	20%	10%	24%
			a				e				i		k		m
Mean score	3.22	3.26	3.01	3.28	3.11	3.26	2.84	3.26	2.71	3.30	2.87	3.27	3.09	3.33	3.00
		b		d		f		h		j		l		n	
Standard deviation	.81	.80	.82	.79	.82	.79	.88	.79	.86	.78	.85	.79	.85	.73	.90
Standard error	.02	.03	.06	.03	.04	.02	.09	.02	.10	.03	.06	.03	.05	.03	.05

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

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Developing skills needed in the workplace.

Base: All who have undertaken work experience

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1191	573	618	560	631	409	365	193	224	286	454	278	15	47	104
Weighted Total	1195	597	598	552	642	404	369	194	227	284	441	291	16	47	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	406	200	207	207	124	127	68	86	102	140	102	5	19	37
		34%	33%	35%	37%	31%	34%	35%	38%	36%	32%	35%	28%	41%	33%
				d											
Fairly useful	(3)	504	263	241	230	185	152	84	83	116	185	125	7	19	49
		42%	44%	40%	42%	46%	41%	43%	37%	41%	42%	43%	44%	40%	44%
					h										
Not very useful	(2)	198	90	108	83	73	62	28	36	41	72	49	3	9	23
		17%	15%	18%	15%	18%	17%	14%	16%	15%	16%	17%	18%	19%	21%
Not at all useful	(1)	60	26	34	24	19	17	10	14	16	32	10	1	-	2
		5%	4%	6%	4%	5%	5%	5%	6%	6%	7%	3%	5%	-	2%
											kn				
Don't know		26	18	8	10	3	11	4	8	9	11	5	1	-	-
		2%	3%	1%	2%	1%	3%	2%	3%	3%	2%	2%	6%	-	-
						e	e		e						
NETS															
Net: useful	911	463	448	436	474	310	280	152	169	218	326	227	12	38	85
	76%	78%	75%	79%	74%	77%	76%	78%	74%	77%	74%	78%	72%	81%	78%
				d											
Net: not useful	258	116	142	106	152	92	78	38	50	57	104	58	4	9	25
	22%	19%	24%	19%	24%	23%	21%	20%	22%	20%	24%	20%	23%	19%	22%
Mean score	3.07	3.10	3.05	3.14	3.02	3.03	3.09	3.11	3.10	3.11	3.01	3.12	3.00	3.23	3.09
				d											
Standard deviation	.85	.82	.87	.83	.86	.83	.84	.85	.90	.86	.89	.81	.86	.75	.77
Standard error	.02	.03	.04	.04	.03	.04	.04	.06	.06	.05	.04	.05	.23	.11	.08

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

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Developing skills needed in the workplace.

Base: All who have undertaken work experience

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	*d	*e	f	g	h	i	j	k	*l	
Significance Level: 95%													
Unweighted Total	1191	707	140	274	23	23	894	37	51	121	65	1191	-
Weighted Total	1195	705	135	280	25	25	914	39	50	114	57	1195	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very useful	(4)	406	238	44	98	6	302	15	13	41	26	406	-
		34%	34%	33%	35%	26%	33%	38%	26%	36%	45%	34%	-
										fh			-
Fairly useful	(3)	504	310	53	110	16	385	18	22	50	25	504	-
		42%	44%	39%	39%	65%	42%	45%	44%	44%	44%	42%	-
Not very useful	(2)	198	118	24	48	2	165	4	9	14	3	198	-
		17%	17%	18%	17%	10%	18%	10%	19%	12%	6%	17%	-
							j		j				-
Not at all useful	(1)	60	31	7	19	-	44	2	5	6	3	60	-
		5%	4%	5%	7%	-	5%	5%	10%	6%	4%	5%	-
Don't know		26	9	7	5	-	19	1	1	2	-	26	-
		2%	1%	6%	2%	-	2%	2%	2%	2%	-	2%	-
				ac									-
NETS													
Net: useful		911	548	97	208	23	687	33	35	91	51	911	-
		76%	78%	72%	74%	90%	75%	83%	70%	80%	90%	76%	-
										fh			-
Net: not useful		258	149	30	67	2	208	6	14	20	6	258	-
		22%	21%	22%	24%	10%	23%	15%	29%	18%	10%	22%	-
							j		j				-
Mean score		3.07	3.08	3.06	3.04	3.16	3.06	3.19	2.88	3.13	3.30	3.07	-
										fh			-
Standard deviation		.85	.83	.86	.90	.58	.84	.82	.92	.84	.78	.85	-
Standard error		.02	.03	.07	.05	.12	.03	.14	.13	.08	.10	.02	-

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

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Developing skills needed in the workplace.

Base: All who have undertaken work experience

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total	1191	180	178	93	94	122	79	44	150	102	83	54	12	
Weighted Total	1195	143	162	99	114	121	80	48	134	103	100	66	24	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	406	51	56	27	39	47	28	14	50	34	36	17	8
		34%	35%	35%	28%	34%	39%	34%	29%	37%	33%	36%	26%	33%
Fairly useful	(3)	504	65	75	47	44	50	38	23	42	49	35	28	6
		42%	46%	46%	48%	39%	41%	47%	48%	32%	48%	35%	43%	26%
			h	h	h			h	h	h	h			
Not very useful	(2)	198	21	13	18	24	12	13	8	26	14	23	17	10
		17%	14%	8%	18%	22%	10%	16%	16%	19%	13%	23%	26%	42%
				b	be				be		be	be	be	
Not at all useful	(1)	60	4	15	4	4	9	1	1	11	6	4	2	-
		5%	3%	9%	4%	3%	7%	2%	3%	8%	6%	4%	3%	-
				af					af					
Don't know		26	2	2	2	3	4	1	2	5	1	2	1	-
		2%	2%	1%	2%	2%	3%	1%	4%	4%	1%	2%	2%	-
NETS														
Net: useful	911	116	131	75	83	97	65	37	92	83	71	46	14	
	76%	81%	81%	76%	73%	80%	81%	77%	69%	80%	71%	69%	58%	
		h	h			h	h		h	h				
Net: not useful	258	25	28	22	28	20	14	9	36	19	27	19	10	
	22%	17%	18%	22%	25%	17%	17%	19%	27%	19%	27%	29%	42%	
									abe					
Mean score	3.07	3.16	3.08	3.02	3.07	3.15	3.16	3.08	3.02	3.08	3.05	2.93	2.91	
Standard deviation	.85	.77	.90	.80	.84	.88	.74	.76	.96	.83	.87	.82	.88	
Standard error	.02	.06	.07	.08	.09	.08	.08	.12	.08	.08	.10	.11	.25	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

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Base: All who have undertaken work experience

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1191	124	12	564	41	149	20	991	409	452	477
Weighted Total	1195	123	12	547	49	147	20	984	408	455	482
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 406 34%	52 42%	6 48%	171 31%	18 36%	61 42%	9 46%	342 35%	161 39%	186 41%	188 39%
		c				c				g	
Fairly useful	(3) 504 42%	44 36%	4 30%	244 45%	17 34%	57 39%	6 29%	421 43%	171 42%	176 39%	194 40%
Not very useful	(2) 198 17%	14 12%	1 8%	93 17%	14 28%	19 13%	3 16%	162 16%	53 13%	58 13%	63 13%
					ae						
Not at all useful	(1) 60 5%	8 7%	2 14%	32 6%	1 2%	6 4%	2 8%	46 5%	15 4%	27 6%	26 5%
Don't know	26 2%	5 4%	- -	8 1%	- -	4 3%	- -	13 1%	7 2%	8 2%	11 2%
NETS											
Net: useful	911 76%	96 78%	9 78%	414 76%	34 70%	118 81%	15 75%	763 78%	332 81%	362 80%	383 79%
Net: not useful	258 22%	23 18%	3 22%	125 23%	15 30%	24 17%	5 25%	208 21%	69 17%	85 19%	89 18%
Mean score	3.07	3.17	3.11	3.03	3.04	3.22 c	3.13	3.09	3.19 g	3.17	3.15
Standard deviation	.85	.90	1.10	.85	.86	.82	1.00	.84	.81	.87	.86
Standard error	.02	.08	.32	.04	.13	.07	.22	.03	.04	.04	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Developing skills needed in the workplace.

Base: All who have undertaken work experience

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1191	985	205	720	434	1038	94	1080	79	923	228	841	350	778	374
Weighted Total	1195	984	209	718	439	1039	97	1079	84	929	226	843	352	779	377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful (4)	406	367	39	289	108	381	16	389	13	359	40	312	94	305	95
	34%	37%	19%	40%	25%	37%	16%	36%	16%	39%	18%	37%	27%	39%	25%
		b		d		f		h		j		l		n	
Fairly useful (3)	504	408	97	288	207	435	45	463	33	393	101	360	145	346	146
	42%	41%	46%	40%	47%	42%	47%	43%	39%	42%	45%	43%	41%	44%	39%
					c										
Not very useful (2)	198	155	43	108	85	165	26	164	32	132	64	131	67	97	95
	17%	16%	21%	15%	19%	16%	26%	15%	38%	14%	28%	16%	19%	12%	25%
					e				g		i				m
Not at all useful (1)	60	45	16	25	31	48	8	53	5	40	18	35	25	23	36
	5%	5%	8%	3%	7%	5%	8%	5%	6%	4%	8%	4%	7%	3%	9%
					c						i		k		m
Don't know	26	11	14	8	8	10	3	10	1	6	4	5	21	8	6
	2%	1%	7%	1%	2%	1%	3%	1%	1%	1%	2%	1%	6%	1%	2%
			a										k		
NETS															
Net: useful	911	775	136	577	314	815	61	852	46	751	140	672	239	651	241
	76%	79%	65%	80%	72%	78%	63%	79%	55%	81%	62%	80%	68%	84%	64%
		b		d		f		h		j		l		n	
Net: not useful	258	199	59	133	117	213	33	217	37	171	81	166	92	120	131
	22%	20%	28%	19%	27%	21%	34%	20%	44%	18%	36%	20%	26%	15%	35%
			a		c		e		g		i		k		m
Mean score	3.07	3.13	2.82	3.18	2.91	3.12	2.74	3.11	2.66	3.16	2.73	3.13	2.93	3.21	2.81
		b		d		f		h		j		l		n	
Standard deviation	.85	.84	.85	.82	.86	.84	.83	.84	.82	.82	.85	.82	.89	.77	.93
Standard error	.02	.03	.06	.03	.04	.03	.09	.03	.09	.03	.06	.03	.05	.03	.05

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Getting a part-time job.

Base: All who have undertaken work experience

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1191	573	618	560	631	409	365	193	224	286	454	278	15	47	104
Weighted Total	1195	597	598	552	642	404	369	194	227	284	441	291	16	47	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	214	101	95	120	61	74	37	41	69	69	44	2	8	21
		18%	17%	17%	19%	15%	20%	19%	18%	24%	16%	15%	15%	18%	19%
										jk					
Fairly useful	(3)	407	181	196	210	136	130	67	74	108	135	95	10	12	45
		34%	30%	36%	33%	34%	35%	34%	33%	38%	31%	33%	63%	25%	41%
			b							j				j	
Not very useful	(2)	278	156	122	156	101	79	42	56	54	112	78	1	10	22
		23%	26%	22%	24%	25%	21%	22%	25%	19%	25%	27%	7%	22%	20%
			a								i	i			
Not at all useful	(1)	226	131	105	121	89	62	36	39	35	97	60	2	12	17
		19%	22%	19%	19%	22%	17%	19%	17%	12%	22%	21%	10%	25%	16%
			a								i	i		i	
Don't know		70	29	35	35	18	23	12	17	18	28	13	1	5	4
		6%	5%	6%	5%	4%	6%	6%	7%	6%	6%	4%	6%	10%	4%
NETS															
Net: useful		621	282	291	330	197	205	104	115	177	204	139	13	20	66
		52%	47%	53%	51%	49%	55%	54%	51%	62%	46%	48%	77%	43%	60%
			b							jkm				jk	
Net: not useful		504	287	227	277	190	141	78	95	89	208	139	3	22	39
		42%	48%	41%	43%	47%	38%	40%	42%	31%	47%	48%	17%	47%	36%
			a			f					in	in		i	
Mean score		2.54	2.44	2.54	2.54	2.44	2.63	2.58	2.56	2.79	2.43	2.44	2.86	2.40	2.66
			b				e			jkm				j	
Standard deviation		1.02	1.03	1.01	1.02	1.01	1.01	1.03	1.01	.98	1.03	1.00	.83	1.10	.98
Standard error		.03	.04	.04	.04	.05	.05	.08	.07	.06	.05	.06	.22	.17	.10

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Getting a part-time job.

Base: All who have undertaken work experience

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1191	707	140	274	23	23	894	37	51	121	65	1191	-
Weighted Total	1195	705	135	280	25	25	914	39	50	114	57	1195	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very useful	(4) 214 18%	100 14%	16 12%	81 29% ab	5 20%	5 20%	166 18%	9 24%	5 10%	19 16%	12 20%	214 18%	- -
Fairly useful	(3) 407 34%	227 32%	58 43% a	101 36%	11 45%	4 18%	301 33%	15 39%	20 41%	48 43% fj	14 26%	407 34%	- -
Not very useful	(2) 278 23%	177 25%	29 22%	56 20%	6 24%	4 16%	217 24%	8 20%	11 22%	25 22%	15 26%	278 23%	- -
Not at all useful	(1) 226 19%	161 23% bc	19 14%	34 12%	1 3%	8 33%	181 20%	4 10%	10 21%	15 13%	13 22%	226 19%	- -
Don't know	70 6%	40 6%	12 9% c	9 3%	2 8%	3 14%	48 5%	3 7%	4 7%	7 6%	3 6%	70 6%	- -
NETS													
Net: useful	621 52%	327 46%	75 55%	182 65% a	16 65%	9 37%	468 51%	25 63%	25 50%	67 59%	26 46%	621 52%	- -
Net: not useful	504 42%	338 48% bc	49 36%	90 32%	7 27%	12 49%	398 44%	12 30%	21 42%	39 34%	27 48%	504 42%	- -
Mean score	2.54	2.40	2.58	2.84 ab	2.89	2.28	2.52	2.83	2.42	2.67	2.47	2.54	-
Standard deviation	1.02	1.01	.91	.99	.79	1.22	1.03	.95	.96	.92	1.09	1.02	-
Standard error	.03	.04	.08	.06	.17	.27	.04	.16	.14	.09	.14	.03	-

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Getting a part-time job.

Base: All who have undertaken work experience

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1191	180	178	93	94	122	79	44	150	102	83	54	12
Weighted Total	1195	143	162	99	114	121	80	48	134	103	100	66	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 214 18%	29 20%	32 20%	8 8%	20 18%	25 20%	16 20%	8 16%	24 18%	16 15%	19 19%	14 20%	4 16%
		c	c			c	c		c		c	c	
Fairly useful	(3) 407 34%	51 36%	51 31%	34 35%	41 36%	43 36%	23 28%	13 28%	39 29%	36 34%	35 35%	26 39%	14 59%
Not very useful	(2) 278 23%	30 21%	40 25%	28 29%	30 27%	23 19%	21 26%	12 25%	32 24%	25 24%	21 20%	15 22%	2 8%
Not at all useful	(1) 226 19%	24 17%	33 20%	22 23%	14 13%	21 17%	17 22%	11 23%	30 23%	19 18%	20 20%	9 14%	4 17%
Don't know	70 6%	10 7%	6 4%	5 5%	7 7%	9 7%	4 5%	4 9%	9 7%	8 7%	5 5%	3 4%	- -
NETS													
Net: useful	621 52%	80 56%	82 51%	43 43%	62 54%	68 56%	39 48%	21 44%	62 47%	51 50%	55 55%	40 60%	18 75%
		c											
Net: not useful	504 42%	53 37%	73 45%	51 51%	45 39%	44 36%	38 47%	23 47%	62 46%	44 43%	41 41%	24 36%	6 25%
				ae									
Mean score	2.54	2.64	2.52	2.31	2.63	2.64	2.49	2.40	2.45	2.51	2.56	2.69	2.75
		c			c	c						c	
Standard deviation	1.02	1.01	1.05	.94	.95	1.03	1.07	1.05	1.06	1.00	1.04	.98	.94
Standard error	.03	.08	.08	.10	.10	.10	.12	.17	.09	.10	.12	.14	.27

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Getting a part-time job.

Base: All who have undertaken work experience

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1191	124	12	564	41	149	20	991	409	452	477
Weighted Total	1195	123	12	547	49	147	20	984	408	455	482
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 214 18%	34 27%	3 23%	90 16%	11 22%	37 25%	4 18%	177 18%	100 24%	110 24%	107 22%
		c				c			g		g
Fairly useful	(3) 407 34%	47 38%	5 42%	175 32%	17 34%	55 37%	10 52%	331 34%	165 40%	180 40%	179 37%
									g		g
Not very useful	(2) 278 23%	20 17%	2 13%	133 24%	11 22%	25 17%	4 22%	240 24%	79 19%	84 18%	97 20%
								hi			
Not at all useful	(1) 226 19%	13 10%	3 21%	118 22%	10 20%	18 12%	2 8%	186 19%	45 11%	62 14%	77 16%
				ae				hi			h
Don't know	70 6%	10 8%	- -	32 6%	1 2%	11 8%	- -	49 5%	19 5%	19 4%	21 4%
NETS											
Net: useful	621 52%	81 65%	8 65%	265 48%	28 56%	92 63%	14 70%	508 52%	265 65%	290 64%	286 59%
		c				c			g		g
Net: not useful	504 42%	33 27%	4 35%	251 46%	20 41%	44 30%	6 30%	426 43%	124 30%	146 32%	175 36%
				ae				hij			
Mean score	2.54	2.90	2.67	2.46	2.60	2.82	2.79	2.53	2.82	2.78	2.69
		c				c			gj		g
Standard deviation	1.02	.96	1.10	1.03	1.06	.99	.85	1.01	.95	.98	1.01
Standard error	.03	.09	.32	.04	.17	.08	.19	.03	.05	.05	.05

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Getting a part-time job.

Base: All who have undertaken work experience

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1191	985	205	720	434	1038	94	1080	79	923	228	841	350	778	374
Weighted Total	1195	984	209	718	439	1039	97	1079	84	929	226	843	352	779	377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful (4)	214	191	23	165	45	200	12	205	7	185	26	159	55	161	50
	18%	19%	11%	23%	10%	19%	12%	19%	8%	20%	12%	19%	16%	21%	13%
		b		d				h		j				n	
Fairly useful (3)	407	349	58	267	134	350	43	361	40	338	61	290	117	295	106
	34%	35%	28%	37%	31%	34%	45%	33%	48%	36%	27%	34%	33%	38%	28%
		b		d			e		g	j				n	
Not very useful (2)	278	235	44	154	116	248	19	255	19	206	66	192	86	175	97
	23%	24%	21%	21%	26%	24%	20%	24%	23%	22%	29%	23%	24%	22%	26%
											i				
Not at all useful (1)	226	163	63	103	115	196	17	208	14	157	64	161	65	113	104
	19%	17%	30%	14%	26%	19%	17%	19%	16%	17%	28%	19%	18%	14%	28%
			a		c						i			m	
Don't know	70	47	21	28	30	45	6	50	3	44	9	41	29	35	20
	6%	5%	10%	4%	7%	4%	6%	5%	4%	5%	4%	5%	8%	5%	5%
			a		c								k		
NETS															
Net: useful	621	540	82	432	179	550	55	566	47	522	87	449	172	456	156
	52%	55%	39%	60%	41%	53%	57%	52%	57%	56%	38%	53%	49%	59%	41%
		b		d						j				n	
Net: not useful	504	398	106	258	230	444	36	463	33	362	130	353	151	288	201
	42%	40%	51%	36%	52%	43%	37%	43%	40%	39%	57%	42%	43%	37%	53%
			a		c						i			m	
Mean score	2.54	2.61	2.22	2.72	2.27	2.56	2.56	2.55	2.50	2.62	2.23	2.56	2.50	2.68	2.29
		b		d						j				n	
Standard deviation	1.02	1.00	1.05	.99	.99	1.02	.94	1.03	.88	1.00	1.00	1.02	1.00	.98	1.03
Standard error	.03	.03	.08	.04	.05	.03	.10	.03	.10	.03	.07	.04	.06	.04	.06

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Getting a full-time job.

Base: All who have undertaken work experience

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1191	573	618	560	631	409	365	193	224	286	454	278	15	47	104
Weighted Total	1195	597	598	552	642	404	369	194	227	284	441	291	16	47	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	184	79	85	100	39	72	36	38	73	54	33	2	4	17
		15%	13%	15%	16%	10%	19%	18%	17%	26%	12%	11%	14%	9%	16%
		b				e	e	e		jkmn					
Fairly useful	(3)	288	113	138	150	79	101	57	52	85	107	59	6	7	23
		24%	19%	25%	23%	20%	27%	29%	23%	30%	24%	20%	39%	15%	21%
		b				e	e			km					
Not very useful	(2)	291	161	129	163	110	79	43	59	52	109	82	2	16	30
		24%	27%	23%	25%	27%	21%	22%	26%	18%	25%	28%	14%	34%	28%
		a									i	i		i	i
Not at all useful	(1)	276	158	135	141	110	72	41	53	51	118	65	2	13	25
		23%	26%	24%	22%	27%	19%	21%	23%	18%	27%	22%	10%	27%	23%
		a				f					i				
Don't know		155	87	67	89	66	46	17	26	24	53	52	4	7	14
		13%	14%	12%	14%	16%	13%	9%	11%	8%	12%	18%	23%	15%	13%
		g										ij			
NETS															
Net: useful		473	192	222	250	118	172	92	90	158	161	93	9	11	40
		40%	32%	40%	39%	29%	47%	48%	39%	55%	37%	32%	52%	24%	37%
		b				e	e	e		jkmn					
Net: not useful		567	319	263	304	220	150	84	112	103	226	146	4	28	55
		47%	53%	48%	47%	54%	41%	43%	49%	36%	51%	50%	24%	61%	50%
		a				fg			f		i	i		i	i
Mean score	2.37	2.51	2.22	2.35	2.38	2.14	2.54	2.49	2.37	2.69	2.25	2.26	2.73	2.08	2.34
		b				e	e	e		jkmn					
Standard deviation	1.06	1.05	1.05	1.06	1.05	1.00	1.07	1.06	1.07	1.08	1.04	1.01	.95	.97	1.06
Standard error	.03	.05	.05	.05	.05	.05	.06	.08	.08	.07	.05	.07	.27	.15	.11

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Getting a full-time job.

Base: All who have undertaken work experience

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1191	707	140	274	23	23	894	37	51	121	65	1191	-
Weighted Total	1195	705	135	280	25	25	914	39	50	114	57	1195	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very useful	(4)	184	81	21	64	6	141	7	4	24	5	184	-
		15%	11%	15%	23%	25%	15%	18%	7%	21%	9%	15%	-
				a						hj			
Fairly useful	(3)	288	156	40	80	8	204	15	13	34	16	288	-
		24%	22%	29%	29%	32%	22%	38%	25%	30%	27%	24%	-
				a				f					
Not very useful	(2)	291	197	30	52	5	232	4	16	24	13	291	-
		24%	28%	22%	19%	19%	25%	9%	31%	21%	24%	24%	-
			c				g		g				
Not at all useful	(1)	276	182	25	50	3	224	6	12	17	13	276	-
		23%	26%	19%	18%	11%	24%	15%	24%	15%	22%	23%	-
			c				i						
Don't know		155	91	19	34	3	113	8	6	14	10	155	-
		13%	13%	14%	12%	13%	12%	20%	12%	13%	17%	13%	-
NETS													
Net: useful		473	236	60	144	14	345	22	16	58	21	473	-
		40%	34%	45%	51%	57%	38%	56%	33%	51%	37%	40%	-
				a	a			fh		fh			
Net: not useful		567	378	55	103	8	456	9	28	41	26	567	-
		47%	54%	41%	37%	31%	50%	24%	56%	36%	46%	47%	-
			bc				gi		gi		g		
Mean score		2.37	2.22	2.49	2.64	2.80	2.33	2.75	2.18	2.66	2.29	2.37	-
				a	a			fhj		fhj			
Standard deviation		1.06	1.01	1.03	1.08	1.02	1.06	1.02	.94	1.03	1.00	1.06	-
Standard error		.03	.04	.09	.07	.23	.04	.19	.14	.10	.14	.03	-

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Getting a full-time job.

Base: All who have undertaken work experience

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total		1191	180	178	93	94	122	79	44	150	102	83	54	12
Weighted Total		1195	143	162	99	114	121	80	48	134	103	100	66	24
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	184 15%	27 19%	21 13%	9 9%	18 16%	21 17%	17 21%	8 16%	18 13%	15 15%	16 16%	14 21%	2 8%
			c					c					c	
Fairly useful	(3)	288 24%	38 26%	33 20%	24 24%	27 24%	31 25%	21 26%	8 17%	34 25%	24 23%	18 18%	18 28%	12 50%
Not very useful	(2)	291 24%	33 23%	38 24%	26 26%	33 29%	32 26%	16 20%	12 25%	32 24%	22 22%	29 29%	15 22%	2 9%
Not at all useful	(1)	276 23%	26 18%	49 30%	25 26%	25 22%	19 15%	19 23%	12 26%	34 25%	27 26%	23 23%	13 20%	4 17%
				ae						e				
Don't know		155 13%	19 13%	20 12%	15 15%	11 10%	20 16%	7 9%	8 16%	16 12%	15 15%	14 14%	6 9%	4 16%
NETS														
Net: useful		473 40%	64 45%	54 33%	32 33%	45 40%	51 42%	38 48%	16 33%	52 39%	39 38%	34 34%	32 49%	14 58%
			b					bc					b	
Net: not useful		567 47%	60 42%	87 54%	51 52%	58 51%	51 42%	35 44%	24 50%	66 49%	49 48%	52 52%	28 42%	6 25%
				ae										
Mean score		2.37	2.52	2.18	2.19	2.37	2.52	2.50	2.28	2.30	2.31	2.31	2.55	2.59
			bc				bc	b					b	
Standard deviation		1.06	1.05	1.07	.99	1.04	1.01	1.12	1.11	1.05	1.09	1.06	1.08	.94
Standard error		.03	.08	.09	.11	.11	.10	.13	.18	.09	.12	.13	.15	.30

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Getting a full-time job.

Base: All who have undertaken work experience

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1191	124	12	564	41	149	20	991	409	452	477
Weighted Total	1195	123	12	547	49	147	20	984	408	455	482
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 184 15%	37 30%	2 16%	71 13%	7 15%	40 27%	3 15%	145 15%	101 25%	114 25%	95 20%
		c				c			g	gi	g
Fairly useful	(3) 288 24%	42 34%	3 27%	122 22%	10 19%	45 31%	6 31%	230 23%	133 33%	145 32%	139 29%
		c				c			g	g	g
Not very useful	(2) 291 24%	22 17%	3 28%	134 25%	15 30%	28 19%	6 31%	246 25%	87 21%	98 22%	102 21%
Not at all useful	(1) 276 23%	16 13%	3 21%	149 27%	10 19%	23 16%	4 19%	230 23%	57 14%	71 16%	94 19%
				ae				hi			h
Don't know	155 13%	6 5%	1 8%	70 13%	8 17%	11 7%	1 4%	133 13%	29 7%	26 6%	54 11%
				a	a			hi			hi
NETS											
Net: useful	473 40%	80 65%	5 43%	193 35%	17 34%	85 58%	9 46%	374 38%	235 57%	259 57%	233 48%
		cd				cd			gj	gj	g
Net: not useful	567 47%	37 30%	6 50%	284 52%	24 49%	51 35%	10 50%	477 48%	145 35%	169 37%	195 41%
				ae	a			hij			
Mean score	2.37	2.86	2.40	2.24	2.35	2.75	2.44	2.34	2.74	2.71	2.55
		cd				c			gj	gj	g
Standard deviation	1.06	1.02	1.07	1.05	1.04	1.06	1.00	1.05	1.02	1.04	1.06
Standard error	.03	.09	.32	.05	.18	.09	.23	.04	.05	.05	.05

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q14. You indicated that you have undertaken work experience while at school or college. How useful, if at all, did you find this work experience, in terms of each of the following?

Getting a full-time job.

Base: All who have undertaken work experience

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1191	985	205	720	434	1038	94	1080	79	923	228	841	350	778	374
Weighted Total	1195	984	209	718	439	1039	97	1079	84	929	226	843	352	779	377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 184	169	16	143	35	166	15	173	9	160	19	131	53	148	32
	15%	17%	7%	20%	8%	16%	15%	16%	11%	17%	9%	16%	15%	19%	8%
		b		d						j				n	
Fairly useful	(3) 288	241	48	209	73	245	33	253	28	248	33	208	81	215	67
	24%	24%	23%	29%	17%	24%	34%	23%	34%	27%	15%	25%	23%	28%	18%
				d			e		g	j				n	
Not very useful	(2) 291	251	41	154	133	256	25	265	23	215	70	212	80	180	108
	24%	25%	19%	21%	30%	25%	26%	25%	27%	23%	31%	25%	23%	23%	29%
				c						i				m	
Not at all useful	(1) 276	202	74	132	134	245	17	252	20	190	79	187	89	144	121
	23%	21%	35%	18%	31%	24%	17%	23%	23%	20%	35%	22%	25%	19%	32%
		a		c						i				m	
Don't know	155	123	32	80	64	127	7	136	4	116	25	106	49	90	50
	13%	12%	15%	11%	15%	12%	8%	13%	5%	12%	11%	13%	14%	12%	13%
								h							
NETS															
Net: useful	473	409	63	352	108	411	47	426	37	408	53	339	134	364	99
	40%	42%	30%	49%	25%	40%	49%	39%	45%	44%	23%	40%	38%	47%	26%
		b		d						j				n	
Net: not useful	567	453	114	286	267	501	42	518	43	405	149	398	169	325	229
	47%	46%	55%	40%	61%	48%	44%	48%	51%	44%	66%	47%	48%	42%	61%
		a		c						i				m	
Mean score	2.37	2.44	2.03	2.57	2.03	2.36	2.50	2.37	2.33	2.47	1.97	2.38	2.32	2.53	2.03
		b		d						j				n	
Standard deviation	1.06	1.05	1.02	1.05	.96	1.06	.98	1.07	.97	1.05	.97	1.05	1.08	1.05	.98
Standard error	.03	.04	.08	.04	.05	.04	.11	.03	.11	.04	.07	.04	.06	.04	.05

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q15. To what extent, if at all, are you confident that you have access to the right level of information and support to make informed decisions about your future career?

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident (4)	295	165	129	151	144	92	93	53	57	87	88	64	1	18	33
	20%	21%	18%	20%	19%	19%	20%	21%	19%	24%	16%	19%	7%	29%	21%
										j				j	
Fairly confident (3)	854	444	410	423	431	296	268	143	147	195	331	198	12	32	82
	57%	58%	56%	57%	57%	59%	59%	57%	50%	53%	60%	59%	66%	54%	52%
						h	h				i				
Not very confident (2)	256	121	135	124	132	77	72	42	64	61	99	52	3	7	30
	17%	16%	18%	17%	17%	16%	16%	17%	22%	17%	18%	16%	18%	12%	19%
									ef						
Not at all confident (1)	43	8	35	18	26	16	8	6	13	13	15	8	-	1	7
	3%	1%	5%	2%	3%	3%	2%	2%	5%	4%	3%	2%	-	1%	4%
			a						f						
Don't know	52	31	22	24	28	16	18	7	12	12	19	11	2	2	5
	3%	4%	3%	3%	4%	3%	4%	3%	4%	3%	3%	3%	10%	3%	3%
NETS															
Net: confident	1149	610	539	574	575	388	361	196	204	282	419	262	13	50	115
	77%	79%	74%	78%	76%	78%	79%	78%	69%	76%	76%	79%	72%	83%	74%
		b				h	h	h							
Nets: not confident	299	129	170	142	157	94	80	48	78	74	114	60	3	8	37
	20%	17%	23%	19%	21%	19%	17%	19%	27%	20%	21%	18%	18%	14%	23%
			a						efg						
Mean score	2.97	3.04	2.89	2.99	2.95	2.96	3.01	3.00	2.88	3.00	2.92	2.99	2.88	3.15	2.93
		b					h							j	
Standard deviation	.71	.66	.75	.70	.72	.70	.67	.70	.78	.75	.68	.68	.52	.69	.77
Standard error	.02	.02	.03	.03	.03	.03	.03	.04	.05	.04	.03	.04	.13	.09	.06

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q15. To what extent, if at all, are you confident that you have access to the right level of information and support to make informed decisions about your future career?

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	(4)	295	179	20	75	4	226	10	11	24	19	240	53
		20%	20%	12%	24%	13%	20%	19%	16%	18%	28%	20%	18%
			b		b								
Fairly confident	(3)	854	534	99	176	15	648	30	38	82	40	688	159
		57%	59%	58%	55%	46%	57%	60%	54%	59%	58%	58%	55%
Not very confident	(2)	256	147	32	53	9	198	9	16	21	9	192	59
		17%	16%	19%	17%	26%	17%	18%	23%	15%	13%	16%	20%
Not at all confident	(1)	43	23	6	7	2	35	1	3	3	1	34	9
		3%	3%	4%	2%	6%	3%	2%	4%	2%	1%	3%	3%
						ac							
Don't know		52	22	12	8	3	38	1	2	7	-	40	9
		3%	2%	7%	2%	8%	3%	2%	2%	5%	-	3%	3%
				ac		a				j			
NETS													
Net: confident		1149	713	119	251	20	874	39	49	106	60	929	212
		77%	79%	70%	79%	59%	76%	79%	71%	77%	86%	78%	74%
			bde		bde						h		
Nets: not confident		299	170	39	60	11	233	10	18	24	10	226	68
		20%	19%	23%	19%	33%	20%	20%	27%	17%	14%	19%	23%
						ac							
Mean score		2.97	2.98	2.84	3.03	2.72	2.96	2.98	2.85	2.98	3.12	2.98	2.92
			be		be						h		
Standard deviation		.71	.69	.69	.71	.81	.71	.67	.74	.67	.67	.70	.72
Standard error		.02	.02	.05	.04	.15	.02	.10	.09	.06	.07	.02	.04

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q15. To what extent, if at all, are you confident that you have access to the right level of information and support to make informed decisions about your future career?

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15	
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very confident	(4)	295	37	41	15	19	32	21	12	40	23	33	16	6
	20%	21%	20%	12%	14%	22%	19%	19%	23%	17%	27%	21%	20%	
		c				c			cd		cd			
Fairly confident	(3)	854	96	118	78	85	84	64	34	97	66	68	46	16
	57%	54%	56%	62%	62%	60%	57%	54%	57%	50%	55%	61%	54%	
Not very confident	(2)	256	33	39	29	23	16	22	13	18	28	17	11	6
	17%	18%	18%	23%	17%	11%	20%	21%	11%	21%	14%	15%	20%	
		h	h	eh			h	h		eh				
Not at all confident	(1)	43	5	6	3	2	1	2	2	9	8	2	1	2
	3%	3%	3%	2%	2%	1%	2%	4%	5%	6%	2%	1%	7%	
									e	e				
Don't know		52	7	6	1	8	9	3	2	5	7	3	1	-
	3%	4%	3%	1%	6%	6%	3%	3%	3%	5%	3%	2%	-	
					c	c								
NETS														
Net: confident	1149	133	159	93	105	116	85	46	136	89	102	62	22	
	77%	75%	76%	74%	76%	82%	76%	72%	81%	68%	82%	82%	73%	
						i			i		i	i		
Nets: not confident	299	37	45	32	26	17	24	16	27	36	19	12	8	
	20%	21%	21%	25%	19%	12%	22%	25%	16%	27%	15%	16%	27%	
		e	e	eh			e	e		ehj				
Mean score	2.97	2.97	2.95	2.84	2.93	3.11	2.95	2.90	3.02	2.83	3.10	3.04	2.86	
						bcdi			ci		ci			
Standard deviation	.71	.72	.71	.65	.63	.61	.68	.74	.76	.80	.69	.66	.82	
Standard error	.02	.05	.05	.06	.06	.05	.07	.10	.06	.07	.07	.08	.21	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q15. To what extent, if at all, are you confident that you have access to the right level of information and support to make informed decisions about your future career?

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY					LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	(4) 295 20%	37 21%	4 26%	115 17%	23 37%	47 25%	3 11%	257 21%	103 21%	139 24%	115 20%
					ac	c					
Fairly confident	(3) 854 57%	88 50%	5 33%	403 59%	29 47%	109 58%	15 68%	715 58%	297 59%	323 57%	349 60%
				a							
Not very confident	(2) 256 17%	40 23%	5 36%	119 18%	6 9%	21 11%	4 17%	189 15%	81 16%	83 15%	84 14%
		de	e								
Not at all confident	(1) 43 3%	3 2%	1 5%	21 3%	2 3%	5 3%	1 4%	34 3%	13 3%	15 3%	13 2%
Don't know	52 3%	7 4%	- -	21 3%	2 4%	5 3%	- -	32 3%	8 2%	11 2%	21 4%
											h
NETS											
Net: confident	1149 77%	125 71%	9 59%	518 76%	52 83%	156 83%	18 79%	973 79%	400 80%	462 81%	464 80%
						ac					
Nets: not confident	299 20%	44 25%	6 41%	139 21%	8 13%	27 14%	5 21%	222 18%	94 19%	98 17%	97 17%
		e	e								
Mean score	2.97	2.94	2.80	2.93	3.21	3.08	2.87	3.00	2.99	3.05	3.01
					ac	c					
Standard deviation	.71	.73	.91	.69	.77	.70	.65	.70	.69	.71	.67
Standard error	.02	.06	.24	.03	.11	.05	.14	.02	.03	.03	.03

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q15. To what extent, if at all, are you confident that you have access to the right level of information and support to make informed decisions about your future career?

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very confident	(4)	295	273	21	210	80	274	13	283	10	295	-	225	70	241	46
		20%	23%	7%	24%	14%	21%	10%	21%	9%	26%	-	22%	15%	25%	10%
			b		d		f		h		j		l		n	
Fairly confident	(3)	854	725	129	508	334	760	62	795	47	854	-	632	222	597	240
		57%	60%	45%	59%	58%	59%	49%	59%	43%	74%	-	61%	49%	63%	49%
			b		f		h		j				l		n	
Not very confident	(2)	256	157	99	124	123	197	44	207	46	-	256	152	104	97	154
		17%	13%	35%	14%	21%	15%	35%	15%	41%	-	85%	15%	23%	10%	32%
			a		c		e		g		i		k		m	
Not at all confident	(1)	43	29	14	15	27	34	6	38	6	-	43	22	21	8	33
		3%	2%	5%	2%	5%	3%	5%	3%	5%	-	15%	2%	5%	1%	7%
			a		c		e		g		i		k		m	
Don't know		52	26	23	12	15	18	2	21	2	-	-	13	39	11	11
		3%	2%	8%	1%	3%	1%	2%	2%	2%	-	-	1%	9%	1%	2%
			a										k			
NETS																
Net: confident	1149	998	150	718	414	1035	75	1078	57	1149	-	857	292	838	286	
	77%	82%	53%	83%	72%	81%	59%	80%	52%	100%	-	82%	64%	88%	59%	
		b		d		f		h		j		l		n		
Nets: not confident	299	186	113	138	149	231	50	245	52	-	299	174	125	105	187	
	20%	15%	40%	16%	26%	18%	39%	18%	46%	-	100%	17%	27%	11%	39%	
			a		c		e		g		i		k		m	
Mean score	2.97	3.05	2.60	3.07	2.83	3.01	2.65	3.00	2.57	3.26	1.85	3.03	2.82	3.14	2.63	
		b		d		f		h		j		l		n		
Standard deviation	.71	.68	.72	.67	.72	.69	.73	.70	.73	.44	.35	.67	.77	.61	.76	
Standard error	.02	.02	.04	.02	.03	.02	.07	.02	.07	.01	.02	.02	.04	.02	.03	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q16. Thinking about your time in school or college, which of the following, if any, have you received?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs/careers advice from teachers	749	386	363	396	353	282	217	125	124	156	291	167	5	42	84
	50%	50%	50%	54%	46%	57%	47%	50%	42%	42%	53%	50%	27%	70%	54%
				d		fh					i	i		ijkl	i
Advice choosing which subjects to study at school (for example, at GCSE level)	727	348	379	410	317	291	207	108	121	138	281	150	9	48	95
	48%	45%	52%	56%	42%	58%	45%	43%	41%	38%	51%	45%	51%	80%	60%
			a	d		fgh					i	i		ijkl	ijk
Advice choosing what to study after school (for example, at University)	671	319	352	336	335	269	176	99	127	130	253	156	7	45	72
	45%	41%	48%	45%	44%	54%	38%	39%	43%	35%	46%	47%	40%	75%	46%
			a			fgh					i	i		ijkl	i
Advice deciding which Universities to apply for	624	310	314	255	369	242	172	108	102	98	217	207	8	37	54
	42%	40%	43%	34%	49%	49%	38%	43%	35%	27%	39%	62%	46%	61%	35%
					c	fh					i	ijn		ijn	
Jobs/careers advice from careers professionals	571	287	284	311	260	211	160	93	108	131	211	125	8	37	54
	38%	37%	39%	42%	34%	42%	35%	37%	37%	36%	38%	37%	45%	62%	35%
				d		f								ijkl	
Support arranging and/or carrying out work experience	562	272	290	276	286	219	154	89	100	107	200	159	5	26	62
	37%	35%	40%	37%	38%	44%	34%	35%	34%	29%	36%	48%	30%	43%	40%
						fgh					i	ij		i	i
Advice choosing which types of qualification to pursue (for example, vocational or academic qualifications)	546	301	245	291	255	204	162	84	96	136	204	113	11	25	56
	36%	39%	33%	39%	34%	41%	35%	33%	33%	37%	37%	34%	62%	41%	35%
		b		d		gh									

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q16. Thinking about your time in school or college, which of the following, if any, have you received?

Base: All respondents

	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
	Total	Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Advice about apprenticeships or vocational qualifications	423	229	195	245	179	130	139	71	84	119	159	68	8	19	45
	28%	30%	27%	33%	23%	26%	30%	28%	29%	32%	29%	20%	46%	32%	29%
				d						k	k			k	k
Jobs/careers advice from employers	423	221	202	207	216	142	123	85	72	94	161	94	7	23	42
	28%	29%	28%	28%	28%	29%	27%	34%	25%	25%	29%	28%	35%	38%	27%
								h						i	
Other (Please specify)	4	2	2	3	1	2	2	-	-	1	2	-	-	1	-
	*	*	*	*	*	*	*	-	-	*	*	-	-	2%	-
														k	
None of these / nothing	102	57	44	49	53	29	22	12	38	30	38	14	2	1	15
	7%	7%	6%	7%	7%	6%	5%	5%	13%	8%	7%	4%	10%	1%	9%
									efg						km

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q16. Thinking about your time in school or college, which of the following, if any, have you received?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs/careers advice from teachers	749	504	72	134	14	10	567	25	37	70	32	601	142
	50%	56%	43%	42%	42%	26%	49%	51%	53%	51%	47%	50%	49%
		bce											
Advice choosing which subjects to study at school (for example, at GCSE level)	727	512	63	114	12	9	556	26	41	60	34	584	138
	48%	57%	37%	36%	36%	24%	48%	52%	59%	43%	48%	49%	48%
		bcde						i					
Advice choosing what to study after school (for example, at University)	671	462	68	111	10	10	502	22	41	62	35	542	125
	45%	51%	40%	35%	29%	25%	44%	44%	59%	45%	50%	45%	43%
		bcde						f					
Advice deciding which Universities to apply for	624	414	63	117	10	5	473	20	29	56	37	529	93
	42%	46%	37%	37%	29%	12%	41%	40%	42%	41%	53%	44%	32%
		bce	e	e						f		l	
Jobs/careers advice from careers professionals	571	395	48	93	9	9	444	14	28	42	31	483	86
	38%	44%	28%	29%	28%	24%	39%	28%	41%	31%	45%	40%	30%
		bce								i		l	
Support arranging and/or carrying out work experience	562	382	51	108	5	7	432	19	26	57	24	515	46
	37%	42%	30%	34%	16%	19%	38%	38%	37%	41%	35%	43%	16%
		bcde		d								l	

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q16. Thinking about your time in school or college, which of the following, if any, have you received?

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Advice choosing which types of qualification to pursue (for example, vocational or academic qualifications)	546	362	55	101	10	7	409	24	27	53	28	450	95
	36%	40%	32%	32%	30%	19%	36%	48%	39%	39%	40%	38%	33%
		bce											
Advice about apprenticeships or vocational qualifications	423	255	48	87	10	12	321	16	24	36	21	344	77
	28%	28%	28%	27%	30%	32%	28%	32%	34%	26%	30%	29%	27%
Jobs/careers advice from employers	423	268	50	81	8	7	317	14	22	40	22	353	68
	28%	30%	29%	26%	23%	18%	28%	29%	32%	29%	32%	30%	24%
												l	
Other (Please specify)	4	2	-	1	-	1	3	-	-	-	-	3	1
	*	*	-	*	-	2%	*	-	-	-	-	*	*
None of these / nothing	102	42	23	16	5	11	81	3	4	5	4	67	29
	7%	5%	13%	5%	15%	30%	7%	5%	5%	4%	6%	6%	10%
			ac		ac	abc							k

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q16. Thinking about your time in school or college, which of the following, if any, have you received?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs/careers advice from teachers	749	94	104	62	72	58	64	35	85	61	64	35	14
	50%	53%	50%	49%	52%	41%	57%	55%	50%	47%	52%	46%	46%
		e					e						
Advice choosing which subjects to study at school (for example, at GCSE level)	727	80	119	63	63	58	55	29	85	58	68	35	14
	48%	45%	56%	50%	46%	41%	49%	45%	50%	44%	55%	46%	47%
			aei								e		
Advice choosing what to study after school (for example, at University)	671	78	106	57	60	57	53	27	78	54	57	33	10
	45%	44%	51%	45%	43%	41%	47%	42%	46%	41%	46%	43%	33%
Advice deciding which Universities to apply for	624	77	93	56	54	43	43	31	76	51	61	27	12
	42%	43%	44%	45%	39%	30%	38%	48%	45%	39%	49%	35%	40%
		e	e	e				e	e		e		
Jobs/careers advice from careers professionals	571	69	82	57	48	46	49	24	61	41	55	29	8
	38%	39%	39%	45%	35%	33%	44%	37%	36%	31%	45%	38%	27%
				ei			i				i		
Support arranging and/or carrying out work experience	562	49	79	48	56	60	47	27	56	52	48	24	16
	37%	28%	38%	38%	41%	42%	42%	42%	33%	40%	39%	32%	53%
			a		a	a	a	a		a	a		
Advice choosing which types of qualification to pursue (for example, vocational or academic qualifications)	546	63	79	46	52	41	40	26	63	49	44	29	14
	36%	36%	38%	36%	38%	29%	35%	41%	37%	37%	35%	38%	47%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q16. Thinking about your time in school or college, which of the following, if any, have you received?

Base: All respondents

	REGION												
	Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Advice about apprenticeships or vocational qualifications	423	41	58	50	28	38	36	25	59	30	32	13	14
	28%	23%	28%	39%	20%	27%	32%	40%	35%	22%	26%	18%	47%
			abdeijk			dk	adik	adik					
Jobs/careers advice from employers	423	44	66	32	38	46	32	18	43	35	35	22	12
	28%	25%	31%	26%	28%	33%	28%	28%	25%	26%	28%	29%	40%
Other (Please specify)	4	1	1	-	-	-	1	-	-	1	-	-	-
	*	*	*	-	-	-	1%	-	-	1%	-	-	-
None of these / nothing	102	10	15	7	12	13	6	2	6	10	11	5	4
	7%	5%	7%	6%	9%	9%	5%	4%	4%	8%	9%	7%	13%
						h							

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q16. Thinking about your time in school or college, which of the following, if any, have you received?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs/careers advice from teachers	749	66	11	367	36	90	10	636	235	272	276
	50%	37%	75%	a	a	a	46%	52%	47%	48%	48%
Advice choosing which subjects to study at school (for example, at GCSE level)	727	74	11	369	39	75	6	628	201	235	250
	48%	42%	76%	ae	ae	40%	29%	hij	40%	41%	43%
Advice choosing what to study after school (for example, at University)	671	57	6	332	34	72	4	593	181	227	239
	45%	32%	42%	ae	ae	38%	20%	hij	36%	40%	41%
Advice deciding which Universities to apply for	624	32	10	289	30	51	8	581	156	177	221
	42%	18%	68%	ae	ae	a	35%	hij	31%	31%	38%
Jobs/careers advice from careers professionals	571	50	10	272	29	73	10	489	169	203	204
	38%	28%	64%	a	a	a	45%	h	34%	36%	35%
Support arranging and/or carrying out work experience	562	57	7	254	28	60	5	483	165	178	198
	37%	33%	49%	37%	46%	32%	24%	hij	33%	31%	34%

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q16. Thinking about your time in school or college, which of the following, if any, have you received?

Base: All respondents

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	Total	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
	a	*b	c	d	e	*f	g	h	i	j	
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Advice choosing which types of qualification to pursue (for example, vocational or academic qualifications)	546	47	7	265	18	78	10	460	167	209	200
	36%	27%	49%	39%	29%	42%	46%	38%	33%	37%	34%
			a		a						
Advice about apprenticeships or vocational qualifications	423	57	7	197	21	73	11	328	174	201	156
	28%	32%	49%	29%	33%	39%	48%	27%	35%	35%	27%
			c		c				gj	gi	
Jobs/careers advice from employers	423	41	7	207	20	53	9	364	151	181	162
	28%	23%	46%	31%	33%	28%	39%	30%	30%	32%	28%
Other (Please specify)	4	-	-	2	-	1	1	3	3	1	2
	*	-	-	*	-	*	4%	*	1%	*	*
None of these / nothing	102	19	-	41	2	14	-	60	27	33	37
	7%	11%	-	6%	4%	7%	-	5%	5%	6%	6%
		c									

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q16. Thinking about your time in school or college, which of the following, if any, have you received?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jobs/careers advice from teachers	749	627	122	427	303	668	44	697	39	615	123	749	-	550	188
	50%	52%	42%	49%	52%	52%	35%	52%	35%	54%	41%	72%	-	58%	39%
		b				f		h		j		l		n	
Advice choosing which subjects to study at school (for example, at GCSE level)	727	597	129	407	297	655	36	695	24	589	122	572	155	503	207
	48%	49%	45%	47%	51%	51%	28%	52%	22%	51%	41%	55%	34%	53%	43%
						f		h		j		l		n	
Advice choosing what to study after school (for example, at University)	671	579	92	387	268	616	29	633	29	560	101	550	121	493	167
	45%	48%	32%	45%	46%	48%	23%	47%	26%	49%	34%	53%	27%	52%	34%
		b				f		h		j		l		n	
Advice deciding which Universities to apply for	624	526	98	369	240	567	32	599	21	532	81	495	129	457	161
	42%	43%	34%	43%	41%	44%	25%	45%	19%	46%	27%	47%	28%	48%	33%
		b				f		h		j		l		n	
Jobs/careers advice from careers professionals	571	479	92	328	232	506	36	539	24	474	91	571	-	430	137
	38%	40%	32%	38%	40%	39%	28%	40%	22%	41%	30%	55%	-	45%	28%
		b				f		h		j		l		n	
Support arranging and/or carrying out work experience	562	463	99	316	233	497	44	534	22	459	94	452	110	393	164
	37%	38%	34%	36%	40%	39%	34%	40%	20%	40%	31%	43%	24%	41%	34%
								h		j		l		n	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q16. Thinking about your time in school or college, which of the following, if any, have you received?

Base: All respondents

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Advice choosing which types of qualification to pursue (for example, vocational or academic qualifications)	546	462	84	331	203	492	31	510	29	455	79	441	105	407	128
	36%	38%	29%	38%	35%	38%	24%	38%	26%	40%	26%	42%	23%	43%	26%
		b				f		h		j		l		n	
Advice about apprenticeships or vocational qualifications	423	357	67	246	170	372	31	389	25	344	70	345	78	323	93
	28%	30%	23%	28%	29%	29%	24%	29%	23%	30%	23%	33%	17%	34%	19%
		b								j		l		n	
Jobs/careers advice from employers	423	365	58	285	130	371	35	395	19	377	41	423	-	331	88
	28%	30%	20%	33%	22%	29%	28%	29%	17%	33%	14%	41%	-	35%	18%
		b		d				h		j		l		n	
Other (Please specify)	4	1	3	3	1	4	-	4	-	2	2	1	3	-	3
	*	*	1%	*	*	*	-	*	-	*	1%	*	1%	-	1%
			a										k		m
None of these / nothing	102	70	28	41	44	67	9	73	7	44	31	-	102	20	50
	7%	6%	10%	5%	8%	5%	7%	5%	6%	4%	10%	-	22%	2%	10%
			a		c						i		k		m

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17_SUM. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

SUMMARY TABLE

Base: All respondents

	Total	Very good	Fairly good	Fairly poor	Very poor	Don't know	I didn't receive any advice from careers advisors	NETS		
								Net: good	Net: poor	Mean
The world of work	1500 100%	274 18%	710 47%	247 16%	57 4%	40 3%	172 11%	984 66%	303 20%	2.93
The paths that different careers take	1500 100%	270 18%	658 44%	279 19%	81 5%	40 3%	172 11%	928 62%	360 24%	2.87
The different careers that are open to me	1500 100%	320 21%	658 44%	227 15%	83 6%	40 3%	172 11%	977 65%	310 21%	2.94
The rate of progression and promotion in different careers	1500 100%	188 13%	508 34%	376 25%	186 12%	70 5%	172 11%	696 46%	562 37%	2.56

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	274 18%	161 21%	113 15%	150 20%	124 16%	71 14%	86 19%	53 21%	64 22%	95 26%	92 17%	51 15%	3 19%	16 26%	16 10%
		b		d			e	e		jkn				kn	
Fairly good (3)	710 47%	376 49%	335 46%	348 47%	362 48%	247 50%	216 47%	114 45%	133 45%	154 42%	270 49%	166 50%	9 51%	28 47%	76 49%
										i	i				
Fairly poor (2)	247 16%	112 15%	134 18%	124 17%	123 16%	100 20%	77 17%	35 14%	34 12%	49 13%	92 17%	59 18%	2 11%	9 15%	35 22%
			a			gh									i
Very poor (1)	57 4%	19 2%	38 5%	14 2%	42 6%	23 5%	13 3%	7 3%	14 5%	13 3%	14 3%	21 6%	1 5%	1 2%	6 4%
		a		c								j			
Don't know	40 3%	23 3%	17 2%	20 3%	20 3%	13 3%	14 3%	4 2%	9 3%	8 2%	20 4%	6 2%	1 5%	2 3%	2 1%
I didn't receive any advice from careers advisors	172 11%	78 10%	94 13%	83 11%	89 12%	43 9%	52 11%	38 15%	39 13%	50 14%	64 12%	30 9%	2 10%	4 6%	22 14%
							e	e							
NETS															
Net: good	984 66%	537 70%	448 61%	498 67%	486 64%	318 64%	302 66%	167 67%	197 67%	248 67%	362 66%	217 65%	13 70%	44 73%	92 59%
		b												n	
Net: poor	303 20%	131 17%	172 24%	138 19%	165 22%	123 25%	90 20%	42 17%	48 16%	62 17%	107 19%	80 24%	3 16%	10 17%	40 26%
			a			gh						i			i
Mean score	2.93	3.02	2.84	3.00	2.87	2.83	2.95	3.02	3.01	3.06	2.94	2.83	2.98	3.08	2.77
		b		d			e	e	e	jkn	n			kn	
Standard deviation	.76	.72	.79	.72	.79	.75	.74	.74	.79	.79	.72	.79	.78	.73	.71
Standard error	.02	.03	.03	.03	.03	.04	.04	.05	.05	.04	.03	.05	.21	.10	.06

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	274 18%	138 15%	31 18%	85 27% ab	8 25%	5 13%	201 18%	9 18%	13 19%	28 20%	18 26% f	237 20% l	36 12%
Fairly good (3)	710 47%	461 51% bce	69 41%	137 43%	18 54% e	10 27%	540 47%	27 54%	30 44%	72 52%	29 42%	575 48%	130 45%
Fairly poor (2)	247 16%	161 18% c	31 18% c	37 12%	4 12%	9 23%	196 17%	7 13%	14 20%	17 12%	9 13%	185 16%	60 21% k
Very poor (1)	57 4%	36 4%	6 3%	13 4%	- -	1 3%	49 4% i	- -	4 6% i	1 1%	3 4%	51 4%	6 2%
Don't know	40 3%	24 3%	7 4%	6 2%	- -	1 3%	29 3%	1 2%	1 1%	5 4%	2 4%	25 2%	11 4%
I didn't receive any advice from careers advisors	172 11%	85 9%	26 15% a	41 13%	3 9%	12 31% abcd	132 12%	6 13%	8 11%	14 10%	8 11%	121 10%	45 16% k
NETS													
Net: good	984 66%	599 66% e	100 59% e	221 70% be	26 79% be	15 40%	740 65%	36 72%	43 62%	100 73% f	48 68%	812 68% l	166 58%
Net: poor	303 20%	197 22% c	36 21%	50 16%	4 12%	10 26%	244 21% i	7 13%	17 25% i	18 13%	12 17%	236 20%	66 23%
Mean score	2.93	2.88	2.92	3.08 ab	3.14	2.76	2.91	3.06	2.87	3.08 f	3.06	2.95	2.85

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Standard deviation

Standard error

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
Total	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard deviation	.76	.74	.78	.80	.64	.84	.77	.61	.83	.64	.81	.77	.70
Standard error	.02	.03	.07	.05	.12	.17	.02	.10	.11	.06	.10	.02	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
		a	b	c	d	e	f	g	h	i	j	k	*l	
Significance Level: 95%														
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15	
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very good	(4)	274	37	29	13	27	22	24	10	39	25	31	14	4
		18%	21%	14%	11%	19%	16%	22%	15%	23%	19%	25%	18%	13%
			c				c		bc		bc			
Fairly good	(3)	710	88	97	63	67	67	54	33	71	61	52	39	16
		47%	50%	46%	50%	48%	48%	48%	52%	42%	46%	42%	52%	53%
Fairly poor	(2)	247	25	43	25	19	20	15	14	32	21	18	12	4
		16%	14%	20%	20%	14%	14%	13%	21%	19%	16%	14%	16%	13%
Very poor	(1)	57	3	10	6	2	7	5	3	8	6	4	2	-
		4%	2%	5%	5%	2%	5%	4%	5%	5%	4%	3%	3%	-
Don't know		40	6	6	2	6	5	3	-	4	5	4	-	-
		3%	3%	3%	2%	5%	3%	3%	-	2%	4%	3%	-	-
I didn't receive any advice from careers advisors		172	20	25	16	17	21	11	4	15	14	16	8	6
		11%	11%	12%	12%	12%	15%	10%	7%	9%	11%	13%	11%	20%
NETS														
Net: good		984	125	126	77	93	89	78	43	110	86	83	53	20
		66%	70%	60%	61%	67%	63%	70%	67%	65%	65%	67%	70%	67%
			b											
Net: poor		303	28	53	32	22	27	20	17	40	27	22	14	4
		20%	16%	25%	25%	16%	19%	18%	26%	24%	20%	17%	19%	13%
				ad	a				a					
Mean score		2.93	3.04	2.81	2.77	3.02	2.90	3.00	2.83	2.94	2.93	3.06	2.96	3.00
			bc			bc		c			bc			
Standard deviation		.76	.69	.77	.74	.70	.77	.77	.76	.83	.78	.78	.73	.59
Standard error		.02	.05	.05	.07	.07	.07	.08	.10	.06	.07	.08	.10	.17

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	274 18%	38 22%	5 31%	116 17%	19 31%	44 23%	5 24%	231 19%	131 26%	150 26%	129 22%
					c	c			g	g	
Fairly good (3)	710 47%	78 44%	7 48%	323 48%	27 44%	97 52%	9 41%	586 48%	231 46%	270 47%	270 46%
Fairly poor (2)	247 16%	18 10%	1 8%	126 19%	8 14%	19 10%	4 17%	208 17%	58 12%	70 12%	77 13%
				ae				hij			
Very poor (1)	57 4%	6 3%	- -	20 3%	1 2%	6 3%	- -	51 4%	17 3%	14 2%	19 3%
Don't know	40 3%	6 3%	1 8%	18 3%	- -	2 1%	1 5%	22 2%	7 1%	10 2%	17 3%
I didn't receive any advice from careers advisors	172 11%	30 17%	1 5%	76 11%	6 10%	18 10%	3 13%	129 10%	58 12%	58 10%	69 12%
		ce									
NETS											
Net: good	984 66%	116 66%	12 79%	439 65%	46 74%	141 75%	15 65%	818 67%	362 72%	419 73%	399 69%
					c	c			g	g	
Net: poor	303 20%	24 14%	1 8%	146 21%	10 16%	26 14%	4 17%	259 21%	75 15%	84 15%	97 17%
				ae				hij			
Mean score	2.93	3.05	3.27	2.92	3.14	3.07	3.07	2.93	3.09	3.10	3.03
		c			c	c			g	g	g
Standard deviation	.76	.76	.64	.74	.76	.73	.72	.77	.76	.73	.76
Standard error	.02	.06	.18	.03	.11	.06	.17	.02	.04	.03	.03

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un- important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	274	254	20	214	57	246	21	250	20	247	24	209	64	245	27
	18%	21%	7%	25%	10%	19%	16%	19%	18%	22%	8%	20%	14%	26%	6%
		b		d						j		l		n	
Fairly good (3)	710	578	132	406	287	625	54	663	37	596	106	554	156	550	153
	47%	48%	46%	47%	50%	49%	43%	49%	33%	52%	35%	53%	34%	58%	32%
								h		j		l		n	
Fairly poor (2)	247	184	62	121	119	207	26	211	32	155	88	171	76	86	158
	16%	15%	22%	14%	21%	16%	20%	16%	29%	13%	30%	16%	17%	9%	33%
			a		c				g		i			m	
Very poor (1)	57	44	12	28	26	50	5	56	-	27	26	28	29	8	49
	4%	4%	4%	3%	5%	4%	4%	4%	-	2%	9%	3%	6%	1%	10%
								h		i		k		m	
Don't know	40	23	14	14	14	20	2	24	1	15	7	21	20	17	9
	3%	2%	5%	2%	2%	2%	2%	2%	1%	1%	2%	2%	4%	2%	2%
			a										k		
I didn't receive any advice from careers advisors	172	126	46	85	76	137	19	139	22	108	48	61	111	47	88
	11%	10%	16%	10%	13%	11%	15%	10%	20%	9%	16%	6%	24%	5%	18%
			a		c				g		i		k		m
NETS															
Net: good	984	832	152	620	343	871	75	914	56	843	130	763	221	796	180
	66%	69%	53%	71%	59%	68%	59%	68%	50%	73%	43%	73%	48%	83%	37%
		b		d				h		j		l		n	
Net: poor	303	228	75	149	146	257	30	267	32	182	114	198	105	94	207
	20%	19%	26%	17%	25%	20%	24%	20%	29%	16%	38%	19%	23%	10%	43%
			a		c				g		i			m	
Mean score	2.93	2.98	2.70	3.05	2.76	2.95	2.86	2.94	2.86	3.04	2.52	2.98	2.79	3.16	2.41
		b		d						j		l		n	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All respondents

Significance Level: 95%

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
Standard deviation	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard error	.76	.76	.70	.76	.72	.76	.78	.76	.76	.70	.81	.71	.86	.62	.80
	.02	.02	.05	.03	.03	.02	.08	.02	.08	.02	.05	.02	.05	.02	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4) 270 18%	148 19%	122 17%	162 22%	109 14%	83 17%	76 17%	54 22%	57 19%	79 21%	103 19%	42 13%	6 34%	17 28%	21 14%
				d						kn	k			kn	
Fairly good	(3) 658 44%	353 46%	305 42%	313 42%	345 45%	215 43%	213 47%	103 41%	127 43%	151 41%	236 43%	159 48%	8 45%	32 53%	65 41%
Fairly poor	(2) 279 19%	134 17%	145 20%	130 18%	149 20%	106 21%	81 18%	43 17%	50 17%	67 18%	95 17%	71 21%	1 6%	5 8%	39 25%
										m		m			jm
Very poor	(1) 81 5%	36 5%	44 6%	33 4%	47 6%	35 7%	21 5%	11 4%	14 5%	12 3%	36 7%	24 7%	- -	1 2%	8 5%
											i	i			
Don't know	40 3%	20 3%	20 3%	19 3%	21 3%	16 3%	15 3%	3 1%	7 2%	10 3%	18 3%	7 2%	1 5%	2 3%	1 1%
I didn't receive any advice from careers advisors	172 11%	78 10%	94 13%	83 11%	89 12%	43 9%	52 11%	38 15%	39 13%	50 14%	64 12%	30 9%	2 10%	4 6%	22 14%
								e	e						
NETS															
Net: good	928 62%	501 65%	427 58%	475 64%	453 60%	298 60%	290 63%	157 62%	184 63%	230 62%	340 62%	201 60%	14 79%	49 81%	86 55%
			b											ijkn	
Net: poor	360 24%	170 22%	190 26%	163 22%	197 26%	141 28%	102 22%	53 21%	63 22%	79 21%	131 24%	94 28%	1 6%	6 9%	47 30%
						fgh				m	m	im			im
Mean score	2.87	2.91	2.82	2.95	2.79	2.79	2.88	2.95	2.92	2.96	2.87	2.74	3.33	3.19	2.75
		b		d				e	e	kn	k			ijkn	
Standard deviation	.81	.79	.83	.81	.80	.84	.78	.81	.81	.79	.84	.80	.63	.67	.80
Standard error	.02	.03	.03	.03	.03	.04	.04	.06	.05	.04	.04	.05	.17	.09	.07

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
	a	b	c	d	e	f	g	h	i	j	k	l		
Significance Level: 95%														
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292	
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very good	(4)	270	152	26	75	5	4	190	12	10	31	24	233	35
		18%	17%	15%	23%	15%	10%	17%	23%	14%	23%	34%	19%	12%
				ab							fh	l		
Fairly good	(3)	658	415	66	132	18	15	498	22	35	62	29	525	128
		44%	46%	39%	41%	54%	39%	43%	44%	50%	45%	42%	44%	44%
Fairly poor	(2)	279	180	35	45	7	7	224	8	13	20	8	217	61
		19%	20%	21%	14%	22%	18%	20%	16%	19%	14%	12%	18%	21%
			c											
Very poor	(1)	81	51	6	21	-	1	71	1	3	5	-	73	8
		5%	6%	3%	6%	-	3%	6%	3%	4%	4%	-	6%	3%
								j				l		
Don't know		40	21	11	6	-	-	31	1	1	5	1	26	11
		3%	2%	6%	2%	-	-	3%	2%	1%	4%	1%	2%	4%
				ac										
I didn't receive any advice from careers advisors		172	85	26	41	3	12	132	6	8	14	8	121	45
		11%	9%	15%	13%	9%	31%	12%	13%	11%	10%	11%	10%	16%
				a			abcd							k
NETS														
Net: good		928	567	92	206	23	19	687	33	45	93	53	758	163
		62%	63%	54%	65%	69%	49%	60%	67%	65%	68%	76%	63%	57%
			b		b						f	l		
Net: poor		360	231	41	65	7	8	296	9	16	25	8	290	69
		24%	26%	24%	20%	22%	21%	26%	19%	23%	18%	12%	24%	24%
								ij						
Mean score		2.87	2.84	2.85	2.96	2.93	2.81	2.82	3.02	2.86	3.01	3.26	2.88	2.82
				a						f	fhi			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All respondents

Significance Level: 95%

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard deviation	.81	.80	.78	.86	.65	.74	.82	.77	.74	.78	.68	.83	.72
Standard error	.02	.03	.07	.05	.12	.15	.03	.12	.10	.07	.08	.03	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All respondents

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4)	270	33	36	16	36	22	24	13	31	21	18	10
	18%	18%	17%	13%	26%	15%	21%	21%	19%	16%	15%	13%	33%
					ceijk								
Fairly good	(3)	658	91	94	56	54	47	28	73	57	59	35	10
	44%	51%	45%	45%	39%	38%	42%	44%	43%	44%	47%	46%	34%
		de											
Fairly poor	(2)	279	25	38	25	19	33	22	13	35	26	23	4
	19%	14%	18%	20%	14%	23%	20%	20%	21%	20%	19%	22%	13%
						a							
Very poor	(1)	81	4	13	9	6	6	5	6	11	9	6	-
	5%	2%	6%	7%	4%	5%	4%	4%	9%	7%	6%	8%	-
			a	a					a	a	a	a	
Don't know		40	6	4	4	6	6	4	-	4	5	2	-
	3%	3%	2%	3%	5%	4%	3%	-	2%	4%	2%	-	-
I didn't receive any advice from careers advisors		172	20	25	16	17	21	11	4	15	14	16	8
	11%	11%	12%	12%	12%	15%	10%	7%	9%	11%	13%	11%	20%
NETS													
Net: good		928	124	131	73	90	75	70	42	104	78	77	45
	62%	70%	62%	58%	65%	53%	63%	65%	62%	59%	62%	59%	67%
			cei										
Net: poor		360	29	51	34	25	39	27	18	46	35	29	23
	24%	16%	24%	27%	18%	28%	24%	24%	28%	27%	26%	24%	30%
			a	a	a	a	a	a	a	a	a	a	a
Mean score		2.87	3.00	2.85	2.75	3.05	2.79	2.91	2.83	2.83	2.80	2.84	2.71
			cehik			cehik							
Standard deviation		.81	.70	.82	.81	.83	.81	.82	.89	.84	.83	.77	.83
Standard error		.02	.05	.06	.08	.09	.08	.08	.12	.07	.08	.08	.11

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	270 18%	45 26%	4 24%	127 19%	13 21%	42 23%	1 5%	234 19%	115 23%	136 24%	123 21%
		c							g		
Fairly good (3)	658 44%	67 38%	7 50%	295 44%	28 46%	88 47%	11 48%	545 44%	212 42%	264 46%	246 42%
Fairly poor (2)	279 19%	25 14%	1 8%	125 18%	12 19%	28 15%	7 29%	222 18%	87 17%	85 15%	101 17%
Very poor (1)	81 5%	5 3%	1 6%	39 6%	2 4%	7 4%	- -	74 6%	24 5%	21 4%	30 5%
								i			
Don't know	40 3%	4 2%	1 8%	16 2%	- -	4 2%	1 5%	23 2%	6 1%	7 1%	13 2%
I didn't receive any advice from careers advisors	172 11%	30 17%	1 5%	76 11%	6 10%	18 10%	3 13%	129 10%	58 12%	58 10%	69 12%
		ce									
NETS											
Net: good	928 62%	112 64%	11 73%	422 62%	42 67%	130 69%	12 53%	779 64%	327 65%	400 70%	369 63%
										gj	
Net: poor	360 24%	31 17%	2 14%	164 24%	14 23%	35 19%	7 29%	296 24%	111 22%	105 18%	131 22%
								i			
Mean score	2.87	3.07	3.05	2.87	2.94	3.00	2.70	2.87	2.96	3.02	2.93
		c						g			
Standard deviation	.81	.80	.82	.83	.80	.78	.59	.83	.82	.77	.83
Standard error	.02	.07	.23	.03	.12	.06	.13	.03	.04	.03	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	270	255	15	199	66	253	10	260	9	253	14	217	53	250	19
	18%	21%	5%	23%	11%	20%	8%	19%	8%	22%	5%	21%	12%	26%	4%
		b		d		f		h		j		l		n	
Fairly good (3)	658	535	122	413	228	579	50	601	45	549	101	497	161	504	147
	44%	44%	43%	48%	39%	45%	40%	45%	41%	48%	34%	48%	35%	53%	30%
			d							j		l		n	
Fairly poor (2)	279	212	67	130	145	227	35	245	28	184	91	205	74	123	153
	19%	18%	23%	15%	25%	18%	28%	18%	25%	16%	30%	20%	16%	13%	32%
			a		c		e				i			m	
Very poor (1)	81	59	22	31	48	70	9	76	4	41	36	41	40	15	66
	5%	5%	8%	4%	8%	5%	7%	6%	4%	4%	12%	4%	9%	2%	14%
					c						i		k		m
Don't know	40	22	15	10	16	19	3	23	2	12	10	23	17	15	11
	3%	2%	5%	1%	3%	1%	3%	2%	2%	1%	3%	2%	4%	2%	2%
			a		c						i				
I didn't receive any advice from careers advisors	172	126	46	85	76	137	19	139	22	108	48	61	111	47	88
	11%	10%	16%	10%	13%	11%	15%	10%	20%	9%	16%	6%	24%	5%	18%
			a		c				g		i		k		m
NETS															
Net: good	928	791	138	612	293	832	60	861	54	802	115	714	214	754	166
	62%	65%	48%	71%	51%	65%	48%	64%	49%	70%	38%	68%	47%	79%	34%
		b		d		f		h		j		l		n	
Net: poor	360	271	88	161	193	297	44	321	33	226	126	246	114	138	220
	24%	22%	31%	19%	33%	23%	35%	24%	29%	20%	42%	24%	25%	14%	45%
			a		c		e				i			m	
Mean score	2.87	2.93	2.58	3.01	2.64	2.90	2.59	2.88	2.68	2.99	2.39	2.93	2.69	3.11	2.31
		b		d		f		h		j		l		n	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Standard deviation

Standard error

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
Standard deviation	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard deviation	.81	.81	.76	.77	.84	.81	.78	.82	.73	.77	.81	.78	.88	.69	.81
Standard error	.02	.02	.05	.03	.04	.02	.08	.02	.08	.02	.05	.03	.05	.02	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The different careers that are open to me.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	320 21%	166 22%	154 21%	181 24%	139 18%	103 21%	85 19%	66 26%	66 23%	86 23%	113 21%	60 18%	7 40%	24 39%	27 17%
				d				f						ijkn	
Fairly good (3)	658 44%	359 47%	299 41%	304 41%	354 47%	225 45%	211 46%	106 42%	116 40%	154 42%	236 43%	171 51%	5 29%	24 41%	63 40%
		b			c							ijn			
Fairly poor (2)	227 15%	115 15%	112 15%	119 16%	108 14%	88 18%	67 15%	26 10%	47 16%	53 14%	86 16%	42 13%	3 15%	6 9%	34 22%
						g			g						ikm
Very poor (1)	83 6%	32 4%	51 7%	35 5%	48 6%	29 6%	26 6%	12 5%	17 6%	16 4%	36 6%	22 7%	- -	1 2%	8 5%
		a													
Don't know	40 3%	20 3%	20 3%	17 2%	23 3%	10 2%	17 4%	4 1%	9 3%	9 2%	16 3%	9 3%	1 5%	1 2%	2 1%
I didn't receive any advice from careers advisors	172 11%	78 10%	94 13%	83 11%	89 12%	43 9%	52 11%	38 15%	39 13%	50 14%	64 12%	30 9%	2 10%	4 6%	22 14%
							e	e							
NETS															
Net: good	977 65%	525 68%	453 62%	485 66%	493 65%	328 66%	296 64%	172 68%	182 62%	241 65%	350 63%	231 69%	13 70%	48 80%	90 57%
		b										n		ijn	
Net: poor	310 21%	146 19%	164 22%	154 21%	156 21%	117 23%	93 20%	37 15%	63 22%	69 19%	122 22%	64 19%	3 15%	7 12%	43 27%
						g			g						ikm
Mean score	2.94	2.98	2.90	2.99	2.90	2.90	2.91	3.08	2.94	3.00	2.91	2.91	3.29	3.28	2.82
								ef		n				ijkn	
Standard deviation	.82	.78	.87	.83	.82	.82	.81	.81	.85	.81	.85	.80	.78	.74	.83
Standard error	.02	.03	.03	.03	.03	.04	.04	.06	.05	.05	.04	.05	.21	.10	.07

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The different careers that are open to me.

Base: All respondents

		CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No	
		a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%														
Unweighted Total		1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total		1500	905	170	319	33	38	1146	50	69	137	70	1195	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4)	320	183	32	85	9	2	227	14	21	33	21	276	43
		21%	20%	19%	27%	28%	5%	20%	28%	30%	24%	30%	23%	15%
			e	e	abe	e			f		f	l		
Fairly good	(3)	658	426	65	126	18	16	499	22	25	67	32	521	130
		44%	47%	38%	40%	53%	42%	44%	45%	36%	49%	46%	44%	45%
			bc											
Fairly poor	(2)	227	139	30	42	2	8	187	5	11	16	4	180	47
		15%	15%	18%	13%	6%	20%	16%	9%	16%	12%	5%	15%	16%
								j		j				
Very poor	(1)	83	49	9	18	1	1	74	2	3	2	1	66	17
		6%	5%	5%	6%	4%	3%	6%	3%	5%	1%	2%	6%	6%
								i						
Don't know		40	23	9	7	-	-	27	1	1	5	4	31	7
		3%	3%	5%	2%	-	-	2%	2%	1%	4%	6%	3%	2%
											f			
I didn't receive any advice from careers advisors		172	85	26	41	3	12	132	6	8	14	8	121	45
		11%	9%	15%	13%	9%	31%	12%	13%	11%	10%	11%	10%	16%
				a			abcd							k
NETS														
Net: good		977	609	97	211	27	18	726	36	46	100	53	797	172
		65%	67%	57%	66%	81%	47%	63%	73%	67%	73%	76%	67%	60%
			be		be	be				f	f	l		
Net: poor		310	188	38	60	3	9	261	6	14	18	5	246	64
		21%	21%	23%	19%	10%	23%	23%	13%	21%	13%	7%	21%	22%
								ij		j				

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The different careers that are open to me.

Base: All respondents

	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE		
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean score	2.94	2.93	2.89	3.03	3.16	2.70	2.89	3.14	3.06	3.11	3.25	2.96	2.84
Standard deviation	.82	.80	.84	.86	.73	.67	.84	.77	.87	f	f	l	.80
Standard error	.02	.03	.07	.05	.14	.13	.03	.12	.11	.06	.09	.03	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The different careers that are open to me.

Base: All respondents

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humber	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4)	320 21%	38 21%	35 17%	17 14%	37 27% bc	25 18%	28 25% c	13 20%	45 27% bc	28 22%	28 22%	18 23%	8 27%
Fairly good	(3)	658 44%	85 48%	104 49% h	63 50%	54 39%	65 46%	47 42%	34 54%	67 39%	52 39%	49 39%	31 41%	8 27%
Fairly poor	(2)	227 15%	26 14%	30 14%	21 17%	20 15%	14 10%	15 13%	7 10%	28 16%	26 19% e	18 14%	14 19%	8 27%
Very poor	(1)	83 6%	3 2%	11 5% a	8 7% a	6 4%	9 6% a	7 6% a	3 5%	11 7% a	9 7% a	12 10% a	4 5%	- -
Don't know		40 3%	7 4%	5 2%	1 1%	4 3%	7 5% c	4 4%	2 4%	3 2%	3 2%	2 2%	1 2%	- -
I didn't receive any advice from careers advisors		172 11%	20 11%	25 12%	16 12%	17 12%	21 15%	11 10%	4 7%	15 9%	14 11%	16 13%	8 11%	6 20%
NETS														
Net: good		977 65%	122 69%	139 66%	80 63%	91 66%	90 64%	75 67%	47 74%	112 66%	80 61%	76 61%	48 64%	16 54%
Net: poor		310 21%	29 16%	41 20%	30 23%	26 19%	23 17%	22 20%	10 16%	39 23%	34 26% a	30 24%	18 24%	8 27%
Mean score		2.94	3.04 c	2.91	2.81	3.04 c	2.94	2.99	2.99	2.97	2.87	2.86	2.94	3.00
Standard deviation		.82	.71	.77	.79	.83	.82	.86	.77	.89	.88	.93	.84	.83
Standard error		.02	.05	.05	.08	.08	.08	.09	.11	.07	.08	.10	.11	.24

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The different careers that are open to me.

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	320 21%	37 21%	4 26%	154 23%	18 29%	48 26%	6 27%	277 23%	124 25%	152 27%	141 24%
Fairly good (3)	658 44%	70 40%	7 48%	289 43%	21 34%	80 42%	8 37%	556 45%	225 45%	250 44%	259 44%
Fairly poor (2)	227 15%	27 15%	2 14%	108 16%	11 17%	30 16%	3 13%	173 14%	63 13%	78 14%	72 12%
Very poor (1)	83 6%	5 3%	- -	39 6%	6 10%	7 4%	1 5%	68 6%	23 5%	22 4%	24 4%
Don't know	40 3%	8 4%	1 8%	12 2%	- -	4 2%	1 5%	24 2%	8 2%	11 2%	16 3%
I didn't receive any advice from careers advisors	172 11%	30 17%	1 5%	76 11%	6 10%	18 10%	3 13%	129 10%	58 12%	58 10%	69 12%
NETS		ce			a						
Net: good	977 65%	107 61%	11 73%	443 65%	39 63%	128 68%	14 64%	834 68%	350 70%	402 70%	400 69%
Net: poor	310 21%	32 18%	2 14%	147 22%	17 27%	38 20%	4 18%	241 20%	86 17%	100 17%	96 17%
Mean score	2.94	3.00	3.14	2.95	2.91	3.02	3.05	2.97	3.04	3.06	3.04
Standard deviation	.82	.78	.68	.84	.98	.81	.88	.82	.80	.79	.79
Standard error	.02	.07	.19	.03	.14	.06	.20	.02	.04	.04	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The different careers that are open to me.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	320	303	17	222	90	296	14	308	10	299	18	265	54	295	23
	21%	25%	6%	26%	16%	23%	11%	23%	9%	26%	6%	25%	12%	31%	5%
		b		d		f		h		j		l		n	
Fairly good (3)	658	525	133	393	252	582	48	607	41	537	112	500	158	492	161
	44%	43%	46%	45%	43%	45%	38%	45%	37%	47%	37%	48%	35%	52%	33%
										j		l		n	
Fairly poor (2)	227	170	57	113	107	184	28	199	23	140	83	153	74	84	140
	15%	14%	20%	13%	19%	14%	22%	15%	20%	12%	28%	15%	16%	9%	29%
			a		c		e				i			m	
Very poor (1)	83	63	20	40	41	66	14	68	14	47	32	45	38	19	63
	6%	5%	7%	5%	7%	5%	11%	5%	12%	4%	11%	4%	8%	2%	13%
							e		g		i		k		m
Don't know	40	23	13	15	12	19	5	22	1	17	6	19	21	17	10
	3%	2%	5%	2%	2%	2%	4%	2%	1%	1%	2%	2%	5%	2%	2%
			a										k		
I didn't receive any advice from careers advisors	172	126	46	85	76	137	19	139	22	108	48	61	111	47	88
	11%	10%	16%	10%	13%	11%	15%	10%	20%	9%	16%	6%	24%	5%	18%
			a		c				g		i		k		m
NETS															
Net: good	977	827	150	615	342	878	62	916	51	836	129	765	212	787	184
	65%	68%	52%	71%	59%	68%	49%	68%	46%	73%	43%	73%	47%	82%	38%
		b		d		f		h		j		l		n	
Net: poor	310	233	77	153	148	250	42	267	36	187	115	198	112	103	203
	21%	19%	27%	18%	26%	19%	33%	20%	33%	16%	39%	19%	25%	11%	42%
			a		c		e		g		i		k		m
Mean score	2.94	3.01	2.65	3.04	2.80	2.98	2.60	2.98	2.54	3.06	2.47	3.02	2.70	3.19	2.37
		b		d		f		h		j		l		n	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The different careers that are open to me.

Base: All respondents

Significance Level: 95%

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
Standard deviation	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard error	.82	.83	.75	.80	.84	.81	.88	.81	.89	.78	.81	.79	.88	.69	.83
	.02	.03	.05	.03	.04	.02	.09	.02	.10	.02	.05	.03	.05	.02	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4)	188	76	109	79	49	65	37	37	67	69	31	3	8	9
	13%	15%	10%	15%	10%	10%	14%	15%	13%	18%	13%	9%	17%	13%	6%
		b		d			e			jkn	n				
Fairly good	(3)	508	217	244	264	157	159	88	104	122	177	129	8	22	47
	34%	38%	30%	33%	35%	32%	35%	35%	35%	33%	32%	39%	45%	36%	30%
		b													
Fairly poor	(2)	376	194	192	184	143	110	56	66	85	141	77	3	16	49
	25%	24%	27%	26%	24%	29%	24%	22%	22%	23%	25%	23%	18%	27%	31%
						h									
Very poor	(1)	186	112	76	110	82	47	22	34	33	68	55	1	6	23
	12%	10%	15%	10%	14%	17%	10%	9%	12%	9%	12%	16%	5%	10%	15%
		a		c		fg				i		i			i
Don't know		70	37	36	35	23	24	9	13	12	33	12	1	4	6
	5%	4%	5%	5%	5%	5%	5%	4%	5%	3%	6%	3%	5%	7%	4%
I didn't receive any advice from careers advisors		172	94	83	89	43	52	38	39	50	64	30	2	4	22
	11%	10%	13%	11%	12%	9%	11%	15%	13%	14%	12%	9%	10%	6%	14%
							e		e						
NETS															
Net: good	696	403	293	353	343	206	224	125	141	189	247	160	11	29	56
	46%	52%	40%	48%	45%	41%	49%	50%	48%	51%	45%	48%	62%	49%	36%
		b					e	e		n		n			
Net: poor	562	255	306	268	293	226	158	79	100	118	208	132	4	23	71
	37%	33%	42%	36%	39%	45%	34%	31%	34%	32%	38%	40%	23%	38%	46%
		a				fgh						i			i
Mean score	2.56	2.67	2.43	2.62	2.49	2.40	2.63	2.69	2.60	2.73	2.55	2.47	2.88	2.59	2.34
		b		d			e	e	e	jkn	n				
Standard deviation	.92	.89	.94	.91	.92	.92	.91	.89	.91	.92	.92	.92	.82	.89	.86
Standard error	.03	.04	.04	.04	.04	.04	.05	.06	.06	.05	.04	.05	.22	.12	.08

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4)	188	108	14	56	4	129	8	12	22	13	158	29
		13%	12%	8%	18%	11%	11%	16%	17%	16%	18%	13%	10%
				ab									
Fairly good	(3)	508	300	55	115	15	387	17	21	48	26	415	88
		34%	33%	32%	36%	44%	34%	35%	30%	35%	37%	35%	30%
Fairly poor	(2)	376	249	47	55	9	294	12	18	34	11	290	85
		25%	27%	28%	17%	27%	26%	24%	25%	25%	15%	24%	29%
			c	c			j						
Very poor	(1)	186	124	16	38	2	151	3	10	11	8	156	30
		12%	14%	9%	12%	6%	13%	5%	14%	8%	12%	13%	10%
Don't know		70	39	12	14	1	52	3	2	7	5	54	12
		5%	4%	7%	4%	-	5%	6%	3%	5%	7%	5%	4%
I didn't receive any advice from careers advisors		172	85	26	41	3	132	6	8	14	8	121	45
		11%	9%	15%	13%	9%	12%	13%	11%	10%	11%	10%	16%
			a			abcd						k	
NETS													
Net: good		696	407	69	171	18	516	26	32	71	39	573	117
		46%	45%	41%	54%	55%	45%	51%	47%	51%	55%	48%	40%
				ab								l	
Net: poor		562	373	63	93	11	445	15	27	46	19	446	114
		37%	41%	37%	29%	33%	39%	30%	39%	33%	27%	37%	40%
			c				j						
Mean score		2.56	2.50	2.51	2.72	2.69	2.51	2.77	2.58	2.70	2.75	2.56	2.50
					ab					f	f		
Standard deviation		.92	.92	.84	.96	.79	.91	.86	.99	.89	.96	.93	.87
Standard error		.03	.03	.07	.06	.15	.03	.14	.13	.08	.12	.03	.06

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All respondents

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%														
Unweighted Total		1500	223	233	119	114	142	110	58	190	131	103	62	15
Weighted Total		1500	178	210	126	138	141	112	64	169	132	124	76	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4)	188 13%	28 16% bce	17 8%	9 7%	17 12%	12 9%	18 16% bc	8 12%	30 18% bce	17 13%	18 15%	7 10%	6 20%
Fairly good	(3)	508 34%	65 36%	70 33%	40 32%	48 35%	48 34%	34 30%	28 43%	53 31%	44 34%	39 32%	29 38%	12 40%
Fairly poor	(2)	376 25%	41 23%	61 29%	34 27%	36 26%	39 28%	30 27%	14 22%	40 24%	28 21%	28 23%	20 26%	6 20%
Very poor	(1)	186 12%	16 9%	27 13%	20 16%	15 11%	13 9%	16 14%	6 9%	24 14%	22 17% a	18 14%	10 13%	- -
Don't know		70 5%	9 5%	10 5%	9 7%	5 4%	8 6%	4 3%	5 7%	7 4%	7 5%	5 4%	2 3%	- -
I didn't receive any advice from careers advisors		172 11%	20 11%	25 12%	16 12%	17 12%	21 15%	11 10%	4 7%	15 9%	14 11%	16 13%	8 11%	6 20%
NETS														
Net: good		696 46%	93 52% bc	87 42%	49 39%	65 47%	60 42%	51 46%	35 55% c	83 49%	61 46%	58 46%	36 48%	18 60%
Net: poor		562 37%	57 32%	88 42% a	53 42%	51 37%	53 37%	46 41%	20 31%	64 38%	49 37%	46 37%	29 38%	6 20%
Mean score		2.56	2.70	2.44	2.37	2.58	2.53	2.55	2.67	2.61	2.51	2.56	2.52	3.00
Standard deviation		.92	.90	.87	.89	.90	.84	.97	.84	.99	.98	.98	.88	.72
Standard error		.03	.07	.06	.09	.09	.08	.10	.12	.08	.09	.11	.12	.21

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY					LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	188 13%	32 18%	4 26%	78 11%	10 16%	34 18%	4 17%	158 13%	90 18%	112 20%	84 14%
		c				c			g	gj	
Fairly good (3)	508 34%	59 33%	5 37%	210 31%	18 29%	85 45%	8 35%	425 35%	194 39%	227 40%	221 38%
						acd				g	
Fairly poor (2)	376 25%	37 21%	4 25%	183 27%	20 32%	34 18%	5 21%	302 25%	99 20%	114 20%	123 21%
				e	e			hi			
Very poor (1)	186 12%	14 8%	- -	95 14%	7 11%	12 6%	2 9%	163 13%	48 10%	47 8%	57 10%
				ae				hij			
Don't know	70 5%	5 3%	1 8%	37 5%	1 2%	4 2%	1 5%	50 4%	14 3%	13 2%	27 5%
								i			i
I didn't receive any advice from careers advisors	172 11%	30 17%	1 5%	76 11%	6 10%	18 10%	3 13%	129 10%	58 12%	58 10%	69 12%
		ce									
NETS											
Net: good	696 46%	90 51%	9 62%	287 42%	28 45%	119 64%	12 52%	582 47%	283 56%	339 59%	305 53%
		c				acd			g	gj	g
Net: poor	562 37%	51 29%	4 25%	278 41%	27 44%	46 25%	7 30%	465 38%	147 29%	161 28%	180 31%
				ae	e			hij			
Mean score	2.56	2.76 c	3.01	2.48	2.56	2.85 cd	2.73	2.55	2.76 g	2.81 gj	2.69 g

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All respondents

Significance Level: 95%

	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE				
	GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately	
Total	a	*b	c	d	e	*f	g	h	i	j	
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
Standard deviation	.92	.91	.79	.93	.94	.83	.93	.93	.91	.89	.89
Standard error	.03	.08	.22	.04	.14	.06	.21	.03	.04	.04	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	188	178	10	151	34	169	12	178	8	172	14	143	45	174	12
	13%	15%	4%	17%	6%	13%	9%	13%	7%	15%	5%	14%	10%	18%	2%
		b		d						j		l		n	
Fairly good (3)	508	427	81	327	170	439	47	471	29	445	56	395	113	414	90
	34%	35%	28%	38%	29%	34%	37%	35%	26%	39%	19%	38%	25%	43%	19%
		b		d						j		l		n	
Fairly poor (2)	376	289	86	196	174	333	30	333	37	278	97	289	87	219	154
	25%	24%	30%	23%	30%	26%	24%	25%	33%	24%	32%	28%	19%	23%	32%
			a		c						i	l		m	
Very poor (1)	186	145	41	88	92	161	13	173	12	107	72	111	74	61	124
	12%	12%	14%	10%	16%	13%	10%	13%	11%	9%	24%	11%	16%	6%	26%
					c						i		k		m
Don't know	70	44	22	22	32	45	6	50	3	38	12	43	27	39	17
	5%	4%	8%	3%	6%	3%	5%	4%	3%	3%	4%	4%	6%	4%	3%
			a		c										
I didn't receive any advice from careers advisors	172	126	46	85	76	137	19	139	22	108	48	61	111	47	88
	11%	10%	16%	10%	13%	11%	15%	10%	20%	9%	16%	6%	24%	5%	18%
			a		c				g		i		k		m
NETS															
Net: good	696	605	91	477	204	608	59	649	37	617	70	538	158	588	102
	46%	50%	32%	55%	35%	47%	46%	48%	34%	54%	23%	52%	35%	62%	21%
		b		d				h		j		l		n	
Net: poor	562	434	127	284	266	494	43	506	49	385	169	401	161	280	278
	37%	36%	44%	33%	46%	38%	34%	38%	44%	34%	56%	38%	35%	29%	57%
			a		c						i			m	
Mean score	2.56	2.61	2.28	2.71	2.31	2.56	2.57	2.57	2.39	2.68	2.05	2.61	2.40	2.81	1.97
		b		d						j		l		n	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Standard deviation

Standard error

	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
	Total	Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485
Standard deviation	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard deviation	.92	.93	.82	.91	.87	.92	.86	.92	.85	.88	.88	.88	1.00	.83	.83
Standard error	.03	.03	.06	.03	.04	.03	.09	.03	.09	.03	.06	.03	.06	.03	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17_SUM. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

SUMMARY TABLE

Base: All excluding didn't receive any

	Total	Very good	Fairly good	Fairly poor	Very poor	Don't know	NETS		
							Net: good	Net: poor	Mean
The world of work	1328 100%	274 21%	710 54%	247 19%	57 4%	40 3%	984 74%	303 23%	2.93
The paths that different careers take	1328 100%	270 20%	658 50%	279 21%	81 6%	40 3%	928 70%	360 27%	2.87
The different careers that are open to me	1328 100%	320 24%	658 50%	227 17%	83 6%	40 3%	977 74%	310 23%	2.94
The rate of progression and promotion in different careers	1328 100%	188 14%	508 38%	376 28%	186 14%	70 5%	696 52%	562 42%	2.56

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All excluding didn't receive any advice

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1328	668	660	665	663	459	405	212	252	322	505	291	15	57	127
Weighted Total	1328	691	636	656	671	455	406	213	254	319	488	303	17	56	134
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4) 274	161	113	150	124	71	86	53	64	95	92	51	3	16	16
	21%	23%	18%	23%	18%	16%	21%	25%	25%	30%	19%	17%	21%	28%	12%
		b		d		e	e	e		jkn				n	
Fairly good	(3) 710	376	335	348	362	247	216	114	133	154	270	166	9	28	76
	54%	54%	53%	53%	54%	54%	53%	54%	52%	48%	55%	55%	57%	51%	57%
											i				
Fairly poor	(2) 247	112	134	124	123	100	77	35	34	49	92	59	2	9	35
	19%	16%	21%	19%	18%	22%	19%	17%	13%	15%	19%	20%	12%	16%	26%
			a			h									i
Very poor	(1) 57	19	38	14	42	23	13	7	14	13	14	21	1	1	6
	4%	3%	6%	2%	6%	5%	3%	3%	6%	4%	3%	7%	5%	2%	4%
			a		c							j			
Don't know	40	23	17	20	20	13	14	4	9	8	20	6	1	2	2
	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	4%	2%	5%	4%	1%
NETS															
Net: good	984	537	448	498	486	318	302	167	197	248	362	217	13	44	92
	74%	78%	70%	76%	72%	70%	74%	78%	78%	78%	74%	72%	77%	79%	69%
		b						e	e	n					
Net: poor	303	131	172	138	165	123	90	42	48	62	107	80	3	10	40
	23%	19%	27%	21%	25%	27%	22%	20%	19%	19%	22%	26%	17%	18%	30%
			a			gh						i			i
Mean score	2.93	3.02	2.84	3.00	2.87	2.83	2.95	3.02	3.01	3.06	2.94	2.83	2.98	3.08	2.77
		b		d		e	e	e		jkn	n			kn	
Standard deviation	.76	.72	.79	.72	.79	.75	.74	.74	.79	.79	.72	.79	.78	.73	.71
Standard error	.02	.03	.03	.03	.03	.04	.04	.05	.05	.04	.03	.05	.21	.10	.06

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All excluding didn't receive any advice

	CURRENT WORKING STATUS						ETHNICITY					WORK EXPERIENCE	
	Total	Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
	a	b	c	*d	*e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1328	821	150	273	28	25	998	41	62	130	70	1072	245
Weighted Total	1328	819	144	278	31	26	1014	43	61	123	62	1074	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4) 274 21%	138 17%	31 22%	85 31% ab	8 27%	5 19%	201 20%	9 21%	13 21%	28 23%	18 30%	237 22% l	36 15%
Fairly good	(3) 710 54%	461 56% c	69 48%	137 49%	18 59%	10 39%	540 53%	27 62%	30 49%	72 58%	29 47%	575 54%	130 54%
Fairly poor	(2) 247 19%	161 20% c	31 22% c	37 13%	4 14%	9 33%	196 19%	7 15%	14 22%	17 14%	9 15%	185 17%	60 25% k
Very poor	(1) 57 4%	36 4%	6 4%	13 5%	- -	1 4%	49 5% i	- -	4 6% i	1 1%	3 4%	51 5%	6 2%
Don't know	40 3%	24 3%	7 5%	6 2%	- -	1 5%	29 3%	1 2%	1 1%	5 4%	2 4%	25 2%	11 5%
NETS													
Net: good	984 74%	599 73%	100 69%	221 80% ab	26 86%	15 58%	740 73%	36 83%	43 70%	100 81% f	48 77%	812 76% l	166 68%
Net: poor	303 23%	197 24% c	36 25%	50 18%	4 14%	10 38%	244 24% i	7 15%	17 28% i	18 14%	12 19%	236 22%	66 27%
Mean score	2.93	2.88	2.92	3.08 ab	3.14	2.76	2.91	3.06	2.87	3.08 f	3.06	2.95	2.85
Standard deviation	.76	.74	.78	.80	.64	.84	.77	.61	.83	.64	.81	.77	.70
Standard error	.02	.03	.07	.05	.12	.17	.02	.10	.11	.06	.10	.02	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All excluding didn't receive any advice

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1328	198	206	104	100	121	99	54	172	117	90	55	12
Weighted Total	1328	158	185	110	121	120	101	60	154	118	108	68	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4) 274 21%	37 23%	29 16%	13 12%	27 22%	22 18%	24 24%	10 16%	39 25%	25 21%	31 29%	14 20%	4 17%
		c					c		bc		bc		
Fairly good	(3) 710 54%	88 56%	97 52%	63 57%	67 55%	67 56%	54 54%	33 56%	71 46%	61 52%	52 48%	39 58%	16 67%
Fairly poor	(2) 247 19%	25 16%	43 23%	25 23%	19 16%	20 17%	15 15%	14 23%	32 21%	21 18%	18 16%	12 18%	4 17%
Very poor	(1) 57 4%	3 2%	10 5%	6 6%	2 2%	7 6%	5 5%	3 5%	8 5%	6 5%	4 3%	2 4%	- -
Don't know	40 3%	6 4%	6 3%	2 2%	6 5%	5 4%	3 3%	- -	4 2%	5 4%	4 3%	- -	- -
NETS													
Net: good	984 74%	125 79%	126 68%	77 69%	93 77%	89 74%	78 78%	43 72%	110 72%	86 73%	83 77%	53 79%	20 83%
		b											
Net: poor	303 23%	28 18%	53 28%	32 29%	22 18%	27 22%	20 20%	17 28%	40 26%	27 23%	22 20%	14 21%	4 17%
			ad	a									
Mean score	2.93	3.04	2.81	2.77	3.02	2.90	3.00	2.83	2.94	2.93	3.06	2.96	3.00
		bc			bc		c				bc		
Standard deviation	.76	.69	.77	.74	.70	.77	.77	.76	.83	.78	.78	.73	.59
Standard error	.02	.05	.05	.07	.07	.07	.08	.10	.06	.07	.08	.10	.17

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All excluding didn't receive any advice

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1328	148	14	623	47	170	20	1107	445	509	511
Weighted Total	1328	147	14	602	56	169	20	1098	444	513	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4) 274 21%	38 26%	5 33%	116 19%	19 34%	44 26%	5 27%	231 21%	131 30%	150 29%	129 25%
				c					g		g
Fairly good	(3) 710 54%	78 53%	7 50%	323 54%	27 48%	97 58%	9 48%	586 53%	231 52%	270 53%	270 53%
Fairly poor	(2) 247 19%	18 13%	1 8%	126 21%	8 15%	19 11%	4 20%	208 19%	58 13%	70 14%	77 15%
				ae				hi			
Very poor	(1) 57 4%	6 4%	- -	20 3%	1 2%	6 4%	- -	51 5%	17 4%	14 3%	19 4%
Don't know	40 3%	6 4%	1 8%	18 3%	- -	2 1%	1 5%	22 2%	7 2%	10 2%	17 3%
NETS											
Net: good	984 74%	116 79%	12 83%	439 73%	46 83%	141 83%	15 75%	818 74%	362 82%	419 82%	399 78%
						c			g		g
Net: poor	303 23%	24 17%	1 8%	146 24%	10 17%	26 15%	4 20%	259 24%	75 17%	84 16%	97 19%
				ae				hij			
Mean score	2.93	3.05	3.27	2.92	3.14	3.07	3.07	2.93	3.09	3.10	3.03
		c			c				g		g
Standard deviation	.76	.76	.64	.74	.76	.73	.72	.77	.76	.73	.76
Standard error	.02	.06	.18	.03	.11	.06	.17	.02	.04	.03	.03

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The world of work.

Base: All excluding didn't receive any advice

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1328	1087	237	786	500	1149	105	1209	84	1038	252	988	340	906	397
Weighted Total	1328	1084	241	783	503	1147	108	1205	89	1040	251	982	346	907	397
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	274	254	20	214	57	246	21	250	20	247	24	209	64	245	27
	21%	23%	8%	27%	11%	21%	19%	21%	22%	24%	10%	21%	19%	27%	7%
		b		d						j				n	
Fairly good (3)	710	578	132	406	287	625	54	663	37	596	106	554	156	550	153
	54%	53%	55%	52%	57%	54%	51%	55%	41%	57%	42%	56%	45%	61%	39%
								h		j		l		n	
Fairly poor (2)	247	184	62	121	119	207	26	211	32	155	88	171	76	86	158
	19%	17%	26%	15%	24%	18%	24%	18%	36%	15%	35%	17%	22%	10%	40%
			a		c					g		i		m	
Very poor (1)	57	44	12	28	26	50	5	56	-	27	26	28	29	8	49
	4%	4%	5%	4%	5%	4%	5%	5%	-	3%	10%	3%	8%	1%	12%
								h		i		k		m	
Don't know	40	23	14	14	14	20	2	24	1	15	7	21	20	17	9
	3%	2%	6%	2%	3%	2%	2%	2%	1%	1%	3%	2%	6%	2%	2%
			a										k		
NETS															
Net: good	984	832	152	620	343	871	75	914	56	843	130	763	221	796	180
	74%	77%	63%	79%	68%	76%	70%	76%	63%	81%	52%	78%	64%	88%	45%
		b		d				h		j		l		n	
Net: poor	303	228	75	149	146	257	30	267	32	182	114	198	105	94	207
	23%	21%	31%	19%	29%	22%	28%	22%	36%	17%	46%	20%	30%	10%	52%
			a		c					g		i		k	m
Mean score	2.93	2.98	2.70	3.05	2.76	2.95	2.86	2.94	2.86	3.04	2.52	2.98	2.79	3.16	2.41
		b		d						j		l		n	
Standard deviation	.76	.76	.70	.76	.72	.76	.78	.76	.76	.70	.81	.71	.86	.62	.80
Standard error	.02	.02	.05	.03	.03	.02	.08	.02	.08	.02	.05	.02	.05	.02	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All excluding didn't receive any advice

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1328	668	660	665	663	459	405	212	252	322	505	291	15	57	127
Weighted Total	1328	691	636	656	671	455	406	213	254	319	488	303	17	56	134
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4) 270	148	122	162	109	83	76	54	57	79	103	42	6	17	21
	20%	21%	19%	25%	16%	18%	19%	25%	22%	25%	21%	14%	38%	30%	16%
				d				e		kn	k			kn	
Fairly good	(3) 658	353	305	313	345	215	213	103	127	151	236	159	8	32	65
	50%	51%	48%	48%	51%	47%	53%	48%	50%	47%	48%	53%	50%	56%	48%
Fairly poor	(2) 279	134	145	130	149	106	81	43	50	67	95	71	1	5	39
	21%	19%	23%	20%	22%	23%	20%	20%	20%	21%	19%	23%	7%	8%	29%
										m	m	m			jm
Very poor	(1) 81	36	44	33	47	35	21	11	14	12	36	24	-	1	8
	6%	5%	7%	5%	7%	8%	5%	5%	5%	4%	7%	8%	-	2%	6%
											i	i			
Don't know	40	20	20	19	21	16	15	3	7	10	18	7	1	2	1
	3%	3%	3%	3%	3%	3%	4%	1%	3%	3%	4%	2%	5%	3%	1%
NETS															
Net: good	928	501	427	475	453	298	290	157	184	230	340	201	14	49	86
	70%	72%	67%	72%	68%	65%	71%	74%	72%	72%	70%	66%	88%	86%	64%
		b						e						ijkn	
Net: poor	360	170	190	163	197	141	102	53	63	79	131	94	1	6	47
	27%	25%	30%	25%	29%	31%	25%	25%	25%	25%	27%	31%	7%	10%	35%
			a							m	m	m			im
Mean score	2.87	2.91	2.82	2.95	2.79	2.79	2.88	2.95	2.92	2.96	2.87	2.74	3.33	3.19	2.75
		b		d				e	e	kn	k			ijkn	
Standard deviation	.81	.79	.83	.81	.80	.84	.78	.81	.81	.79	.84	.80	.63	.67	.80
Standard error	.02	.03	.03	.03	.03	.04	.04	.06	.05	.04	.04	.05	.17	.09	.07

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All excluding didn't receive any advice

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1328	821	150	273	28	25	998	41	62	130	70	1072	245
Weighted Total	1328	819	144	278	31	26	1014	43	61	123	62	1074	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4) 270 20%	152 19%	26 18%	75 27% ab	5 17%	4 15%	190 19%	12 27%	10 16%	31 25%	24 38% fh	233 22% l	35 14%
Fairly good	(3) 658 50%	415 51%	66 46%	132 47%	18 59%	15 56%	498 49%	22 50%	35 57%	62 50%	29 47%	525 49%	128 53%
Fairly poor	(2) 279 21%	180 22%	35 24% c	45 16%	7 24%	7 26%	224 22%	8 18%	13 21%	20 16%	8 13%	217 20%	61 25%
Very poor	(1) 81 6%	51 6%	6 4%	21 7%	- -	1 4%	71 7% j	1 3%	3 5%	5 4%	- -	73 7% l	8 3%
Don't know	40 3%	21 3%	11 7% ac	6 2%	- -	- -	31 3%	1 2%	1 1%	5 4%	1 1%	26 2%	11 5%
NETS													
Net: good	928 70%	567 69%	92 64%	206 74% b	23 76%	19 70%	687 68%	33 77%	45 73%	93 76%	53 86% f	758 71%	163 67%
Net: poor	360 27%	231 28%	41 28%	65 23%	7 24%	8 30%	296 29% ij	9 21%	16 26%	25 20%	8 13%	290 27%	69 28%
Mean score	2.87	2.84	2.85	2.96 a	2.93	2.81	2.82	3.02	2.86	3.01 f	3.26 fhi	2.88	2.82
Standard deviation	.81	.80	.78	.86	.65	.74	.82	.77	.74	.78	.68	.83	.72
Standard error	.02	.03	.07	.05	.12	.15	.03	.12	.10	.07	.08	.03	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All excluding didn't receive any advice

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%														
Unweighted Total		1328	198	206	104	100	121	99	54	172	117	90	55	12
Weighted Total		1328	158	185	110	121	120	101	60	154	118	108	68	24
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4)	270 20%	33 21%	36 20%	16 15%	36 30%	22 18%	24 23%	13 22%	31 20%	21 18%	18 17%	10 15%	10 42%
						bcejik								
Fairly good	(3)	658 50%	91 57%	94 51%	56 51%	54 44%	54 45%	47 46%	28 47%	73 47%	57 49%	59 54%	35 51%	10 42%
			de											
Fairly poor	(2)	279 21%	25 16%	38 20%	25 23%	19 16%	33 27%	22 22%	13 21%	35 23%	26 22%	23 21%	17 25%	4 17%
							ad							
Very poor	(1)	81 6%	4 3%	13 7%	9 8%	6 5%	6 5%	5 5%	6 9%	11 7%	9 7%	6 5%	6 9%	- -
				a	a				a	a	a		a	
Don't know		40 3%	6 4%	4 2%	4 4%	6 5%	6 5%	4 4%	- -	4 2%	5 4%	2 2%	- -	- -
NETS														
Net: good		928 70%	124 78%	131 71%	73 66%	90 74%	75 63%	70 69%	42 70%	104 68%	78 66%	77 71%	45 66%	20 83%
			cehi											
Net: poor		360 27%	29 18%	51 27%	34 31%	25 21%	39 33%	27 27%	18 30%	46 30%	35 29%	29 27%	23 34%	4 17%
				a	a		ad			a	a		a	
Mean score		2.87	3.00	2.85	2.75	3.05	2.79	2.91	2.83	2.83	2.80	2.84	2.71	3.25
			cehik			cehik								
Standard deviation		.81	.70	.82	.81	.83	.81	.82	.89	.84	.83	.77	.83	.74
Standard error		.02	.05	.06	.08	.09	.08	.08	.12	.07	.08	.08	.11	.21

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All excluding didn't receive any advice

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1328	148	14	623	47	170	20	1107	445	509	511
Weighted Total	1328	147	14	602	56	169	20	1098	444	513	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	270 20%	45 31%	4 25%	127 21%	13 24%	42 25%	1 5%	234 21%	115 26%	136 27%	123 24%
		c						g	g	g	
Fairly good (3)	658 50%	67 46%	7 52%	295 49%	28 51%	88 52%	11 55%	545 50%	212 48%	264 51%	246 48%
Fairly poor (2)	279 21%	25 17%	1 8%	125 21%	12 21%	28 17%	7 34%	222 20%	87 20%	85 17%	101 20%
Very poor (1)	81 6%	5 4%	1 6%	39 6%	2 4%	7 4%	-	74 7%	24 5%	21 4%	30 6%
								i			
Don't know	40 3%	4 3%	1 8%	16 3%	-	4 2%	1 5%	23 2%	6 1%	7 1%	13 3%
NETS											
Net: good	928 70%	112 76%	11 77%	422 70%	42 74%	130 77%	12 61%	779 71%	327 74%	400 78%	369 72%
										gj	
Net: poor	360 27%	31 21%	2 14%	164 27%	14 26%	35 21%	7 34%	296 27%	111 25%	105 21%	131 26%
								i			
Mean score	2.87	3.07 c	3.05	2.87	2.94	3.00	2.70	2.87	2.96	3.02 g	2.93
Standard deviation	.81	.80	.82	.83	.80	.78	.59	.83	.82	.77	.83
Standard error	.02	.07	.23	.03	.12	.06	.13	.03	.04	.03	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The paths that different careers take.

Base: All excluding didn't receive any advice

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1328	1087	237	786	500	1149	105	1209	84	1038	252	988	340	906	397
Weighted Total	1328	1084	241	783	503	1147	108	1205	89	1040	251	982	346	907	397
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	270	255	15	199	66	253	10	260	9	253	14	217	53	250	19
	20%	24%	6%	25%	13%	22%	9%	22%	10%	24%	6%	22%	15%	28%	5%
		b		d		f		h		j		l		n	
Fairly good (3)	658	535	122	413	228	579	50	601	45	549	101	497	161	504	147
	50%	49%	51%	53%	45%	50%	47%	50%	51%	53%	40%	51%	47%	56%	37%
				d						j				n	
Fairly poor (2)	279	212	67	130	145	227	35	245	28	184	91	205	74	123	153
	21%	20%	28%	17%	29%	20%	33%	20%	32%	18%	36%	21%	21%	14%	39%
			a		c		e		g		i			m	
Very poor (1)	81	59	22	31	48	70	9	76	4	41	36	41	40	15	66
	6%	5%	9%	4%	10%	6%	8%	6%	5%	4%	14%	4%	11%	2%	17%
			a		c						i		k		m
Don't know	40	22	15	10	16	19	3	23	2	12	10	23	17	15	11
	3%	2%	6%	1%	3%	2%	3%	2%	2%	1%	4%	2%	5%	2%	3%
			a		c						i		k		
NETS															
Net: good	928	791	138	612	293	832	60	861	54	802	115	714	214	754	166
	70%	73%	57%	78%	58%	72%	56%	71%	61%	77%	46%	73%	62%	83%	42%
		b		d		f		h		j		l		n	
Net: poor	360	271	88	161	193	297	44	321	33	226	126	246	114	138	220
	27%	25%	37%	21%	38%	26%	41%	27%	37%	22%	50%	25%	33%	15%	55%
			a		c		e		g		i		k		m
Mean score	2.87	2.93	2.58	3.01	2.64	2.90	2.59	2.88	2.68	2.99	2.39	2.93	2.69	3.11	2.31
		b		d		f		h		j		l		n	
Standard deviation	.81	.81	.76	.77	.84	.81	.78	.82	.73	.77	.81	.78	.88	.69	.81
Standard error	.02	.02	.05	.03	.04	.02	.08	.02	.08	.02	.05	.03	.05	.02	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

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The different careers that are open to me.

Base: All excluding didn't receive any advice

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED						
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School	
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	
Significance Level: 95%																
Unweighted Total	1328	668	660	665	663	459	405	212	252	322	505	291	15	57	127	
Weighted Total	1328	691	636	656	671	455	406	213	254	319	488	303	17	56	134	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very good	(4)	320	166	154	181	139	103	85	66	66	86	113	60	7	24	27
		24%	24%	24%	28%	21%	23%	21%	31%	26%	27%	23%	20%	45%	42%	20%
					d				ef		k				ijkn	
Fairly good	(3)	658	359	299	304	354	225	211	106	116	154	236	171	5	24	63
		50%	52%	47%	46%	53%	50%	52%	50%	46%	48%	48%	56%	33%	43%	47%
						c							j			
Fairly poor	(2)	227	115	112	119	108	88	67	26	47	53	86	42	3	6	34
		17%	17%	18%	18%	16%	19%	16%	12%	18%	17%	18%	14%	17%	10%	26%
							g									ijkm
Very poor	(1)	83	32	51	35	48	29	26	12	17	16	36	22	-	1	8
		6%	5%	8%	5%	7%	6%	7%	5%	7%	5%	7%	7%	-	2%	6%
				a												
Don't know		40	20	20	17	23	10	17	4	9	9	16	9	1	1	2
		3%	3%	3%	3%	3%	2%	4%	2%	4%	3%	3%	3%	5%	2%	2%
NETS																
Net: good		977	525	453	485	493	328	296	172	182	241	350	231	13	48	90
		74%	76%	71%	74%	73%	72%	73%	81%	72%	76%	72%	76%	77%	86%	67%
									efh				n		jn	
Net: poor		310	146	164	154	156	117	93	37	63	69	122	64	3	7	43
		23%	21%	26%	23%	23%	26%	23%	17%	25%	22%	25%	21%	17%	12%	32%
				a			g					m			ikm	
Mean score		2.94	2.98	2.90	2.99	2.90	2.90	2.91	3.08	2.94	3.00	2.91	2.91	3.29	3.28	2.82
									ef		n				ijkn	
Standard deviation		.82	.78	.87	.83	.82	.82	.81	.81	.85	.81	.85	.80	.78	.74	.83
Standard error		.02	.03	.03	.03	.03	.04	.04	.06	.05	.05	.04	.05	.21	.10	.07

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

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Base: All excluding didn't receive any advice

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
Significance Level: 95%		a	b	c	*d	*e	f	g	h	i	j	k	l
Unweighted Total	1328	821	150	273	28	25	998	41	62	130	70	1072	245
Weighted Total	1328	819	144	278	31	26	1014	43	61	123	62	1074	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4) 320 24%	183 22%	32 22%	85 31%	9 31%	2 7%	227 22%	14 32%	21 34%	33 27%	21 33%	276 26%	43 18%
				a					f		f	l	
Fairly good	(3) 658 50%	426 52%	65 45%	126 45%	18 58%	16 61%	499 49%	22 51%	25 41%	67 54%	32 51%	521 49%	130 53%
Fairly poor	(2) 227 17%	139 17%	30 21%	42 15%	2 7%	8 28%	187 18%	5 11%	11 18%	16 13%	4 6%	180 17%	47 20%
							j		j				
Very poor	(1) 83 6%	49 6%	9 6%	18 6%	1 4%	1 4%	74 7%	2 4%	3 5%	2 2%	1 2%	66 6%	17 7%
							i						
Don't know	40 3%	23 3%	9 6%	7 3%	- -	- -	27 3%	1 2%	1 1%	5 4%	4 7%	31 3%	7 3%
			a								f		
NETS													
Net: good	977 74%	609 74%	97 67%	211 76%	27 89%	18 67%	726 72%	36 83%	46 75%	100 81%	53 85%	797 74%	172 71%
									f	f			
Net: poor	310 23%	188 23%	38 27%	60 22%	3 11%	9 33%	261 26%	6 15%	14 23%	18 14%	5 8%	246 23%	64 26%
							ij		j				
Mean score	2.94	2.93	2.89	3.03	3.16	2.70	2.89	3.14	3.06	3.11	3.25	2.96	2.84
										f	f	l	
Standard deviation	.82	.80	.84	.86	.73	.67	.84	.77	.87	.68	.69	.83	.80
Standard error	.02	.03	.07	.05	.14	.13	.03	.12	.11	.06	.09	.03	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

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The different careers that are open to me.

Base: All excluding didn't receive any advice

		REGION												
		Total	London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
			a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%														
Unweighted Total		1328	198	206	104	100	121	99	54	172	117	90	55	12
Weighted Total		1328	158	185	110	121	120	101	60	154	118	108	68	24
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4)	320 24%	38 24%	35 19%	17 15%	37 31%	25 21%	28 27%	13 22%	45 29%	28 24%	28 25%	18 26%	8 33%
						bc		c		bc				
Fairly good	(3)	658 50%	85 53%	104 56%	63 57%	54 45%	65 54%	47 47%	34 57%	67 43%	52 44%	49 45%	31 46%	8 33%
				hi	h									
Fairly poor	(2)	227 17%	26 16%	30 16%	21 19%	20 17%	14 12%	15 15%	7 11%	28 18%	26 22%	18 16%	14 21%	8 33%
										e				
Very poor	(1)	83 6%	3 2%	11 6%	8 7%	6 5%	9 8%	7 7%	3 6%	11 7%	9 7%	12 11%	4 5%	- -
				a	a		a	a		a	a	a		
Don't know		40 3%	7 4%	5 3%	1 1%	4 3%	7 6%	4 4%	2 4%	3 2%	3 2%	2 2%	1 2%	- -
							c							
NETS														
Net: good		977 74%	122 77%	139 75%	80 72%	91 75%	90 75%	75 74%	47 79%	112 73%	80 68%	76 70%	48 72%	16 67%
Net: poor		310 23%	29 18%	41 22%	30 27%	26 22%	23 19%	22 22%	10 17%	39 25%	34 29%	30 28%	18 26%	8 33%
										a				
Mean score		2.94	3.04	2.91	2.81	3.04	2.94	2.99	2.99	2.97	2.87	2.86	2.94	3.00
			c			c								
Standard deviation		.82	.71	.77	.79	.83	.82	.86	.77	.89	.88	.93	.84	.83
Standard error		.02	.05	.05	.08	.08	.08	.09	.11	.07	.08	.10	.11	.24

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

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The different careers that are open to me.

Base: All excluding didn't receive any advice

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
		a	*b	c	d	e	*f	g	h	i	j
Significance Level: 95%											
Unweighted Total	1328	148	14	623	47	170	20	1107	445	509	511
Weighted Total	1328	147	14	602	56	169	20	1098	444	513	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	320 24%	37 25%	4 27%	154 26%	18 32%	48 28%	6 31%	277 25%	124 28%	152 30%	141 28%
Fairly good (3)	658 50%	70 48%	7 50%	289 48%	21 38%	80 47%	8 43%	556 51%	225 51%	250 49%	259 50%
Fairly poor (2)	227 17%	27 18%	2 14%	108 18%	11 19%	30 18%	3 15%	173 16%	63 14%	78 15%	72 14%
Very poor (1)	83 6%	5 3%	- -	39 6%	6 11%	7 4%	1 6%	68 6%	23 5%	22 4%	24 5%
Don't know	40 3%	8 5%	1 8%	12 2%	- -	4 2%	1 5%	24 2%	8 2%	11 2%	16 3%
		c			a						
NETS											
Net: good	977 74%	107 73%	11 77%	443 74%	39 70%	128 75%	14 74%	834 76%	350 79%	402 78%	400 78%
Net: poor	310 23%	32 22%	2 14%	147 24%	17 30%	38 22%	4 21%	241 22%	86 19%	100 19%	96 19%
Mean score	2.94	3.00	3.14	2.95	2.91	3.02	3.05	2.97	3.04	3.06	3.04
Standard deviation	.82	.78	.68	.84	.98	.81	.88	.82	.80	.79	.79
Standard error	.02	.07	.19	.03	.14	.06	.20	.02	.04	.04	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The different careers that are open to me.

Base: All excluding didn't receive any advice

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1328	1087	237	786	500	1149	105	1209	84	1038	252	988	340	906	397
Weighted Total	1328	1084	241	783	503	1147	108	1205	89	1040	251	982	346	907	397
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	320	303	17	222	90	296	14	308	10	299	18	265	54	295	23
	24%	28%	7%	28%	18%	26%	13%	26%	11%	29%	7%	27%	16%	33%	6%
		b		d		f		h		j		l		n	
Fairly good (3)	658	525	133	393	252	582	48	607	41	537	112	500	158	492	161
	50%	48%	55%	50%	50%	51%	44%	50%	47%	52%	45%	51%	46%	54%	41%
										j				n	
Fairly poor (2)	227	170	57	113	107	184	28	199	23	140	83	153	74	84	140
	17%	16%	24%	14%	21%	16%	26%	16%	25%	14%	33%	16%	21%	9%	35%
			a		c		e		g		i		k		m
Very poor (1)	83	63	20	40	41	66	14	68	14	47	32	45	38	19	63
	6%	6%	8%	5%	8%	6%	13%	6%	16%	5%	13%	5%	11%	2%	16%
					c		e		g		i		k		m
Don't know	40	23	13	15	12	19	5	22	1	17	6	19	21	17	10
	3%	2%	6%	2%	2%	2%	4%	2%	1%	2%	2%	2%	6%	2%	3%
			a										k		
NETS															
Net: good	977	827	150	615	342	878	62	916	51	836	129	765	212	787	184
	74%	76%	62%	79%	68%	77%	57%	76%	58%	80%	52%	78%	61%	87%	46%
		b		d		f		h		j		l		n	
Net: poor	310	233	77	153	148	250	42	267	36	187	115	198	112	103	203
	23%	21%	32%	20%	29%	22%	39%	22%	41%	18%	46%	20%	32%	11%	51%
			a		c		e		g		i		k		m
Mean score	2.94	3.01	2.65	3.04	2.80	2.98	2.60	2.98	2.54	3.06	2.47	3.02	2.70	3.19	2.37
		b		d		f		h		j		l		n	
Standard deviation	.82	.83	.75	.80	.84	.81	.88	.81	.89	.78	.81	.79	.88	.69	.83
Standard error	.02	.03	.05	.03	.04	.02	.09	.02	.10	.02	.05	.03	.05	.02	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All excluding didn't receive any advice

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Unweighted Total	1328	668	660	665	663	459	405	212	252	322	505	291	15	57	127
Weighted Total	1328	691	636	656	671	455	406	213	254	319	488	303	17	56	134
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4) 188 14%	112 16%	76 12%	109 17%	79 12%	49 11%	65 16%	37 17%	37 15%	67 21%	69 14%	31 10%	3 19%	8 14%	9 7%
		b		d			e	e		jkn	n				
Fairly good	(3) 508 38%	291 42%	217 34%	244 37%	264 39%	157 35%	159 39%	88 41%	104 41%	122 38%	177 36%	129 42%	8 50%	22 38%	47 35%
		b													
Fairly poor	(2) 376 28%	182 26%	194 30%	192 29%	184 27%	143 32%	110 27%	56 27%	66 26%	85 27%	141 29%	77 25%	3 20%	16 29%	49 36%
															ik
Very poor	(1) 186 14%	74 11%	112 18%	76 12%	110 16%	82 18%	47 12%	22 10%	34 13%	33 10%	68 14%	55 18%	1 5%	6 11%	23 17%
		a		c		fg						i			i
Don't know	70 5%	33 5%	37 6%	36 5%	35 5%	23 5%	24 6%	9 4%	13 5%	12 4%	33 7%	12 4%	1 5%	4 8%	6 5%
NETS															
Net: good	696 52%	403 58%	293 46%	353 54%	343 51%	206 45%	224 55%	125 59%	141 55%	189 59%	247 51%	160 53%	11 69%	29 52%	56 42%
		b					e	e	e	jn		n			
Net: poor	562 42%	255 37%	306 48%	268 41%	293 44%	226 50%	158 39%	79 37%	100 39%	118 37%	208 43%	132 43%	4 25%	23 40%	71 53%
		a				fgh									ij
Mean score	2.56	2.67	2.43	2.62	2.49	2.40	2.63	2.69	2.60	2.73	2.55	2.47	2.88	2.59	2.34
		b		d			e	e	e	jkn	n				
Standard deviation	.92	.89	.94	.91	.92	.92	.91	.89	.91	.92	.92	.92	.82	.89	.86
Standard error	.03	.04	.04	.04	.04	.04	.05	.06	.06	.05	.04	.05	.22	.12	.08

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All excluding didn't receive any advice

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self-employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	*d	*e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1328	821	150	273	28	25	998	41	62	130	70	1072	245
Weighted Total	1328	819	144	278	31	26	1014	43	61	123	62	1074	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4)	188	108	14	56	4	129	8	12	22	13	158	29
		14%	13%	10%	20%	13%	13%	19%	19%	18%	20%	15%	12%
				ab									
Fairly good	(3)	508	300	55	115	15	387	17	21	48	26	415	88
		38%	37%	38%	41%	48%	38%	40%	33%	39%	42%	39%	36%
Fairly poor	(2)	376	249	47	55	9	294	12	18	34	11	290	85
		28%	30%	33%	20%	30%	29%	28%	29%	28%	17%	27%	35%
			c	c			j						k
Very poor	(1)	186	124	16	38	2	151	3	10	11	8	156	30
		14%	15%	11%	14%	6%	15%	6%	16%	9%	13%	15%	12%
Don't know		70	39	12	14	1	52	3	2	7	5	54	12
		5%	5%	8%	5%	4%	5%	7%	3%	6%	8%	5%	5%
NETS													
Net: good		696	407	69	171	18	516	26	32	71	39	573	117
		52%	50%	48%	62%	60%	51%	59%	53%	57%	62%	53%	48%
				ab									
Net: poor		562	373	63	93	11	445	15	27	46	19	446	114
		42%	45%	44%	33%	36%	44%	34%	44%	37%	30%	42%	47%
			c	c			j						
Mean score		2.56	2.50	2.51	2.72	2.69	2.51	2.77	2.58	2.70	2.75	2.56	2.50
				ab						f	f		
Standard deviation		.92	.92	.84	.96	.79	.91	.86	.99	.89	.96	.93	.87
Standard error		.03	.03	.07	.06	.15	.03	.14	.13	.08	.12	.03	.06

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All excluding didn't receive any advice

		REGION											
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1328	198	206	104	100	121	99	54	172	117	90	55	12
Weighted Total	1328	158	185	110	121	120	101	60	154	118	108	68	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good	(4) 188 14%	28 18% bc	17 9% bc	9 8% bc	17 14% bc	12 10% bc	18 18% bc	8 13% bc	30 20% bce	17 14% bc	18 17% bc	7 11% bc	6 25% bc
Fairly good	(3) 508 38%	65 41%	70 38%	40 36%	48 39%	48 39%	34 33%	28 46%	53 34%	44 38%	39 36%	29 42%	12 50%
Fairly poor	(2) 376 28%	41 26%	61 33%	34 30%	36 30%	39 33%	30 30%	14 24%	40 26%	28 23%	28 26%	20 29%	6 25%
Very poor	(1) 186 14%	16 10%	27 15%	20 18%	15 13%	13 11%	16 16%	6 9%	24 16%	22 19% a	18 17%	10 14%	- -
Don't know	70 5%	9 5%	10 5%	9 8%	5 4%	8 7%	4 4%	5 8%	7 5%	7 6%	5 4%	2 3%	- -
NETS													
Net: good	696 52%	93 59% bc	87 47%	49 44%	65 54%	60 50%	51 51%	35 59%	83 54%	61 52%	58 53%	36 54%	18 75%
Net: poor	562 42%	57 36%	88 47% a	53 48% a	51 42%	53 44%	46 45%	20 33%	64 41%	49 42%	46 43%	29 43%	6 25%
Mean score	2.56	2.70 bc	2.44	2.37	2.58	2.53	2.55	2.67	2.61	2.51	2.56	2.52	3.00
Standard deviation	.92	.90	.87	.89	.90	.84	.97	.84	.99	.98	.98	.88	.72
Standard error	.03	.07	.06	.09	.09	.08	.10	.12	.08	.09	.11	.12	.21

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All excluding didn't receive any advice

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY						LIKELY TO DO IN FUTURE			
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
Significance Level: 95%		a	*b	c	d	e	*f	g	h	i	j
Unweighted Total	1328	148	14	623	47	170	20	1107	445	509	511
Weighted Total	1328	147	14	602	56	169	20	1098	444	513	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	188 14%	32 22%	4 27%	78 13%	10 18%	34 20%	4 19%	158 14%	90 20%	112 22%	84 16%
		c		c		c		g		gj	
Fairly good (3)	508 38%	59 40%	5 39%	210 35%	18 32%	85 50%	8 41%	425 39%	194 44%	227 44%	221 43%
				cd		cd				g	
Fairly poor (2)	376 28%	37 26%	4 26%	183 30%	20 36%	34 20%	5 24%	302 28%	99 22%	114 22%	123 24%
				e	e			hi			
Very poor (1)	186 14%	14 10%	- -	95 16%	7 13%	12 7%	2 10%	163 15%	48 11%	47 9%	57 11%
				e				hij			
Don't know	70 5%	5 3%	1 8%	37 6%	1 2%	4 2%	1 5%	50 5%	14 3%	13 2%	27 5%
								i			i
NETS											
Net: good	696 52%	90 62%	9 66%	287 48%	28 50%	119 70%	12 60%	582 53%	283 64%	339 66%	305 60%
		c		c		cd		g		gj	g
Net: poor	562 42%	51 35%	4 26%	278 46%	27 48%	46 27%	7 34%	465 42%	147 33%	161 31%	180 35%
				ae	e			hij			
Mean score	2.56	2.76	3.01	2.48	2.56	2.85	2.73	2.55	2.76	2.81	2.69
		c				cd		g		gj	g
Standard deviation	.92	.91	.79	.93	.94	.83	.93	.93	.91	.89	.89
Standard error	.03	.08	.22	.04	.14	.06	.21	.03	.04	.04	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q17. From your experience at school or college, how would you rate the understanding and advice provided by careers advisors regarding each of the following?

The rate of progression and promotion in different careers.

Base: All excluding didn't receive any advice

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL	
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	1328	1087	237	786	500	1149	105	1209	84	1038	252	988	340	906	397
Weighted Total	1328	1084	241	783	503	1147	108	1205	89	1040	251	982	346	907	397
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good (4)	188	178	10	151	34	169	12	178	8	172	14	143	45	174	12
	14%	16%	4%	19%	7%	15%	11%	15%	9%	17%	5%	15%	13%	19%	3%
		b		d						j				n	
Fairly good (3)	508	427	81	327	170	439	47	471	29	445	56	395	113	414	90
	38%	39%	34%	42%	34%	38%	43%	39%	33%	43%	22%	40%	33%	46%	23%
				d						j		l		n	
Fairly poor (2)	376	289	86	196	174	333	30	333	37	278	97	289	87	219	154
	28%	27%	36%	25%	35%	29%	28%	28%	41%	27%	39%	29%	25%	24%	39%
			a		c				g		i				m
Very poor (1)	186	145	41	88	92	161	13	173	12	107	72	111	74	61	124
	14%	13%	17%	11%	18%	14%	12%	14%	14%	10%	29%	11%	21%	7%	31%
					c						i		k		m
Don't know	70	44	22	22	32	45	6	50	3	38	12	43	27	39	17
	5%	4%	9%	3%	6%	4%	6%	4%	3%	4%	5%	4%	8%	4%	4%
			a		c								k		
NETS															
Net: good	696	605	91	477	204	608	59	649	37	617	70	538	158	588	102
	52%	56%	38%	61%	41%	53%	54%	54%	42%	59%	28%	55%	46%	65%	26%
		b		d				h		j		l		n	
Net: poor	562	434	127	284	266	494	43	506	49	385	169	401	161	280	278
	42%	40%	53%	36%	53%	43%	40%	42%	55%	37%	67%	41%	47%	31%	70%
			a		c				g		i				m
Mean score	2.56	2.61	2.28	2.71	2.31	2.56	2.57	2.57	2.39	2.68	2.05	2.61	2.40	2.81	1.97
		b		d						j		l		n	
Standard deviation	.92	.93	.82	.91	.87	.92	.86	.92	.85	.88	.88	.88	1.00	.83	.83
Standard error	.03	.03	.06	.03	.04	.03	.09	.03	.09	.03	.06	.03	.06	.03	.04

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n

Whitbread Careers Survey

Q18. Finally, how useful, if at all, have you found the careers advice that is available at school or college, overall?

Base: All respondents

	Total	GENDER		AGE		SOCIAL GRADE				SCHOOL TYPE ATTENDED					
		Men	Women	16-17	18-19	AB	C1	C2	DE	College	Sixth Form College	University	Technical College	Private School	State School
		a	b	c	d	e	f	g	h	i	j	k	*l	m	n
Significance Level: 95%															
Unweighted Total	1500	743	757	749	751	505	456	249	290	371	571	319	17	61	149
Weighted Total	1500	770	730	739	760	498	458	251	293	369	552	333	18	60	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4)	259	103	144	115	72	74	59	54	87	85	44	5	16	21
		17%	14%	19%	15%	14%	16%	24%	19%	23%	15%	13%	29%	26%	14%
			b		d			ef		jkn				jkn	
Fairly useful	(3)	695	324	343	352	235	218	115	126	160	252	164	10	33	71
		46%	44%	46%	46%	47%	48%	46%	43%	43%	46%	49%	55%	54%	45%
Not very useful	(2)	373	207	170	203	133	113	51	76	86	140	97	2	8	38
		25%	28%	23%	27%	27%	25%	20%	26%	23%	25%	29%	11%	13%	24%
			a								m	m			
Not at all useful	(1)	112	72	46	65	42	30	19	20	21	45	23	1	2	19
		7%	10%	6%	9%	8%	7%	7%	7%	6%	8%	7%	5%	3%	12%
			a											im	
Don't know		61	24	37	25	15	24	7	16	15	30	5	-	2	8
		4%	3%	5%	3%	3%	5%	3%	6%	4%	5%	2%	-	3%	5%
										k	k				k
NETS															
Net: useful		954	427	487	467	307	292	174	181	247	337	207	15	48	92
		64%	58%	66%	61%	62%	64%	69%	62%	67%	61%	62%	84%	81%	59%
			b					e						ijkn	
Net: not useful		485	280	216	269	176	143	70	96	106	185	120	3	10	57
		32%	38%	29%	35%	35%	31%	28%	33%	29%	34%	36%	16%	16%	36%
			a		c			g		m	m	im			m
Mean score		2.77	2.65	2.83	2.70	2.70	2.77	2.88	2.78	2.89	2.72	2.69	3.08	3.07	2.63
			b		d			e		jkn				jkn	
Standard deviation		.83	.85	.83	.84	.83	.81	.86	.85	.84	.84	.79	.79	.73	.88
Standard error		.02	.03	.03	.03	.04	.04	.06	.05	.04	.04	.04	.19	.10	.07

Columns Tested: a,b - c,d - e,f,g,h - i,j,k,l,m,n

Whitbread Careers Survey

Q18. Finally, how useful, if at all, have you found the careers advice that is available at school or college, overall?

Base: All respondents

	Total	CURRENT WORKING STATUS					ETHNICITY					WORK EXPERIENCE	
		Current Student/ Pupil	Left This Summer	Employed/ Self- employed Part time (Paid)	Unemployed Less Than 6 Months	Unemployed More Than 6 Months	White British	White Other	Mixed/ Multiple	Asian/ Asian British	Black/ Black British	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1500	908	178	312	31	35	1127	47	70	146	79	1191	292
Weighted Total	1500	905	170	319	33	38	1146	50	69	137	70	1195	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 259 17%	133 15%	32 19%	78 24% a	6 17%	4 11%	192 17%	9 19%	9 12%	24 17%	17 25%	215 18%	42 14%
Fairly useful	(3) 695 46%	454 50% bc	69 40%	134 42%	13 38%	16 43%	516 45%	24 47%	34 49%	75 55% f	36 51%	563 47%	125 43%
Not very useful	(2) 373 25%	234 26%	43 25%	67 21%	11 34%	11 29%	294 26%	13 25%	21 30%	27 20%	13 19%	283 24%	86 30% k
Not at all useful	(1) 112 7%	53 6%	15 9%	31 10% a	1 4%	4 10%	95 8% j	2 4%	5 7%	9 7%	1 1%	95 8%	17 6%
Don't know	61 4%	31 3%	12 7% ac	9 3%	3 8%	2 6%	50 4%	2 4%	2 2%	2 1%	2 4%	39 3%	19 7% k
NETS													
Net: useful	954 64%	586 65%	101 59%	212 66%	18 54%	21 54%	708 62%	33 66%	42 61%	99 72% f	53 76% f	779 65% l	167 58%
Net: not useful	485 32%	287 32%	58 34%	98 31%	12 37%	15 39%	389 34% j	15 29%	25 36% j	37 27%	14 20%	377 32%	103 36%
Mean score	2.77	2.76	2.75	2.83	2.74	2.59	2.73	2.85	2.69	2.84	3.03 fh	2.78	2.71
Standard deviation	.83	.78	.89	.92	.81	.85	.85	.79	.78	.80	.72	.84	.80
Standard error	.02	.03	.07	.05	.15	.15	.03	.12	.09	.07	.08	.02	.05

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l

Whitbread Careers Survey

Q18. Finally, how useful, if at all, have you found the careers advice that is available at school or college, overall?

Base: All respondents

		REGION												
Total		London	South East England	South West England	East of England	West Midlands	East Midlands	North East England	North West England	Yorkshire & Humbershire	Scotland	Wales	Northern Ireland	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	
Unweighted Total	1500	223	233	119	114	142	110	58	190	131	103	62	15	
Weighted Total	1500	178	210	126	138	141	112	64	169	132	124	76	30	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	259 17%	33 19%	31 15%	11 9%	24 18%	23 16%	20 18%	9 14%	38 22%	19 15%	38 31%	7 10%	6 20%
			c		c		c		bck		abcdefgik			
Fairly useful	(3)	695 46%	89 50%	95 45%	58 46%	71 52%	63 45%	56 50%	38 59%	74 44%	56 42%	48 38%	35 45%	12 40%
					j			ij						
Not very useful	(2)	373 25%	41 23%	53 25%	42 33%	24 17%	37 27%	25 22%	13 21%	44 26%	43 33%	21 17%	19 25%	10 33%
					adj						adj			
Not at all useful	(1)	112 7%	7 4%	18 9%	13 10%	12 9%	11 8%	6 5%	2 4%	12 7%	9 7%	12 10%	8 11%	2 7%
			a	a	a						a	a	a	
Don't know		61 4%	9 5%	12 6%	2 2%	6 5%	7 5%	6 5%	2 3%	2 1%	5 4%	5 4%	6 8%	- -
			h	h		h	h	h					ch	
NETS														
Net: useful		954 64%	122 68%	126 60%	69 55%	96 69%	86 61%	75 67%	46 72%	112 66%	75 57%	86 69%	42 55%	18 60%
			ci			ci		ci	c		c			
Net: not useful		485 32%	48 27%	72 34%	55 44%	36 26%	48 34%	31 27%	16 24%	55 33%	52 39%	33 27%	28 37%	12 40%
					adfgj						adgj			
Mean score		2.77	2.87	2.70	2.54	2.82	2.73	2.84	2.85	2.83	2.68	2.94	2.59	2.74
			bcik			c		c	c		c	bcik		
Standard deviation		.83	.77	.84	.80	.84	.84	.78	.70	.86	.81	.95	.84	.87
Standard error		.02	.05	.06	.07	.08	.07	.08	.09	.06	.07	.10	.11	.23

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Whitbread Careers Survey

Q18. Finally, how useful, if at all, have you found the careers advice that is available at school or college, overall?

Base: All respondents

	Total	QUALIFICATIONS WORKING TOWARDS MOST RECENTLY					LIKELY TO DO IN FUTURE				
		GCSEs	IB	AS/A Levels	Highers/ Advanced Highers (Scotland)	Vocational BTEC/Work based/NVQ	Apprentice ship	University or Higher Ed	Apprentice ship	Vocational Course	Work Immediately
Significance Level: 95%		a	*b	c	d	e	*f	g	h	i	j
Unweighted Total	1500	176	15	702	52	189	23	1238	504	566	578
Weighted Total	1500	176	15	678	62	188	22	1227	502	571	581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very useful	(4) 259 17%	40 22%	5 31%	99 15%	25 41%	42 22%	8 37%	223 18%	114 23%	143 25%	116 20%
		c			ace	c			g	gi	
Fairly useful	(3) 695 46%	74 42%	6 40%	334 49%	20 33%	92 49%	8 37%	577 47%	256 51%	267 47%	268 46%
				d		d					
Not very useful	(2) 373 25%	46 26%	4 29%	160 24%	7 11%	35 19%	4 17%	293 24%	100 20%	124 22%	141 24%
		d		d							
Not at all useful	(1) 112 7%	7 4%	- -	57 8%	7 12%	12 6%	1 4%	100 8%	19 4%	25 4%	36 6%
				a				hi			
Don't know	61 4%	10 5%	- -	28 4%	2 4%	7 4%	1 5%	34 3%	14 3%	12 2%	20 3%
NETS											
Net: useful	954 64%	114 64%	11 71%	433 64%	45 73%	134 71%	17 74%	800 65%	370 74%	410 72%	384 66%
									gj	gi	
Net: not useful	485 32%	53 30%	4 29%	217 32%	14 23%	47 25%	5 21%	393 32%	119 24%	149 26%	177 30%
								hi			h
Mean score	2.77	2.88	3.01	2.73	3.06	2.91	3.14	2.77	2.95	2.94	2.83
		c			c	c			gj	gi	
Standard deviation	.83	.82	.80	.82	1.02	.82	.86	.85	.77	.81	.83
Standard error	.02	.06	.21	.03	.14	.06	.18	.02	.03	.03	.04

Columns Tested: a,b,c,d,e,f - g,h,i,j

Whitbread Careers Survey

Q18. Finally, how useful, if at all, have you found the careers advice that is available at school or college, overall?

Base: All respondents

	Total	THOUGHT ABOUT FUTURE CAREER		MANAGERIAL RESPONSIBILITIES		SHOW CAREER PROGRESSION		WILLING TO STUDY/ TRAIN WHILE IN WORK		CONFIDENT HAVE ACCESS TO INFORMATION		RECEIVED CAREER ADVICE AT SCHOOL		FOUND CAREERS ADVICE AT SCHOOL USEFUL		
		Great Deal Fair Amount	Little/Not at All	Important	Un-important	More Likely	Less Likely	Willing	Not Willing	Confident	Not Confident	Yes	No	Useful	Not Useful	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	1500	1213	282	871	576	1287	123	1349	106	1145	302	1047	453	953	485	
Weighted Total	1500	1209	286	868	579	1285	127	1344	111	1149	299	1044	456	954	485	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very useful	(4)	259	237	22	197	59	247	5	252	7	245	13	215	45	259	-
		17%	20%	8%	23%	10%	19%	4%	19%	6%	21%	4%	21%	10%	27%	-
			b		d		f		h		j		l		n	
Fairly useful	(3)	695	576	119	417	264	613	54	642	41	593	92	536	159	695	-
		46%	48%	42%	48%	46%	48%	42%	48%	37%	52%	31%	51%	35%	73%	-
								h		j		l		n		
Not very useful	(2)	373	273	100	195	167	299	57	318	49	232	135	230	143	-	373
		25%	23%	35%	22%	29%	23%	45%	24%	44%	20%	45%	22%	31%	-	77%
				a		c		e		g		i		k		m
Not at all useful	(1)	112	87	24	40	65	95	7	98	12	54	53	47	64	-	112
		7%	7%	8%	5%	11%	7%	6%	7%	11%	5%	18%	5%	14%	-	23%
						c					i		k		m	
Don't know		61	36	22	18	24	31	4	35	2	25	7	15	46	-	-
		4%	3%	8%	2%	4%	2%	3%	3%	2%	2%	2%	1%	10%	-	-
				a		c							k			
NETS																
Net: useful		954	813	141	614	323	860	59	894	48	838	105	751	203	954	-
		64%	67%	49%	71%	56%	67%	47%	67%	43%	73%	35%	72%	45%	100%	-
			b		d		f		h		j		l		n	
Net: not useful		485	360	124	235	232	394	64	415	61	286	187	278	207	-	485
		32%	30%	43%	27%	40%	31%	50%	31%	55%	25%	63%	27%	45%	-	100%
				a		c		e		g		i		k		m
Mean score	2.77	2.82	2.52	2.91	2.57	2.81	2.47	2.80	2.39	2.92	2.22	2.89	2.45	3.27	1.77	
			b		d		f		h		j		l		n	
Standard deviation	.83	.84	.77	.80	.83	.84	.67	.83	.77	.78	.79	.78	.88	.45	.42	
Standard error	.02	.02	.05	.03	.04	.02	.06	.02	.08	.02	.05	.02	.04	.01	.02	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l - m,n