

YouGov / LG Electronics Survey Results

Sample Size: 682

Fieldwork: 7th - 10th December 2009

Total	Gender		Age		Social Grade		Region						
Base	Male	Female	16 and 17	18 to 24	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which ONE of the following BEST describes your employment status in the last 6 months?

	Unweighted Base	764	388	376	117	647	185	579	175	120	72	102	196	34	65
Base: All GB respondents aged 16-24 years old	682	349	333	101	582	207	475	168	115	68	93	160	32	47	
Working full time (35+ hours per week)	32%	34%	31%	1%	37%	60%	20%	35%	29%	36%	41%	26%	22%	35%	
Working full time (35+ hours per week) whilst juggling studying	4%	4%	5%	1%	5%	8%	2%	6%	3%	5%	2%	5%	8%	-	
Working part time (less than 35 hours per week)	7%	5%	10%	3%	8%	5%	8%	7%	4%	8%	8%	12%	-	6%	
Working part time (less than 35 hours per week) whilst juggling studying	10%	7%	14%	28%	7%	2%	14%	10%	10%	7%	12%	12%	9%	11%	
Full time education	36%	38%	33%	64%	31%	19%	43%	35%	44%	37%	29%	37%	37%	28%	
Unemployed	8%	10%	6%	1%	9%	3%	10%	6%	9%	4%	6%	7%	24%	14%	
Other	2%	2%	2%	2%	2%	1%	2%	0%	2%	3%	2%	3%	2%	6%	

Do you think your chances of finding a job will be better, worse or stay the same in 2010?

	Unweighted Base	64	40	24	2	62	7	57	12	9	4	8	16	6	9
Base: All GB respondents aged 16-24 years old who are unemployed	55	34	21	1	54	7	48	11	10	3	6	11	8	7	
Be better	29%	37%	14%	-	29%	45%	26%	21%	36%	-	46%	32%	16%	36%	
Be worse	31%	17%	56%	41%	31%	39%	30%	71%	35%	11%	5%	26%	35%	-	
Stay the same	27%	30%	21%	59%	26%	15%	28%	5%	18%	89%	13%	37%	16%	52%	
Don't know	13%	16%	8%	-	13%	-	15%	3%	11%	-	35%	5%	32%	12%	

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Sample Size: 682

Fieldwork: 7th - 10th December 2009

Total	Marital status						Number of children per household				
Base	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	Refused	0	1	2	3+	Refused

Which ONE of the following BEST describes your employment status in the last 6 months?

	Unweighted Base	26	58	2	-	675	3	432	178	96	40	18
Base: All GB respondents aged 16-24 years old	682	27	60	2	-	591	2	386	163	81	37	15
Working full time (35+ hours per week)	32%	40%	57%	100%	-	29%	-	45%	19%	6%	6%	34%
Working full time (35+ hours per week) whilst juggling studying	4%	10%	10%	-	-	3%	-	6%	2%	4%	-	-
Working part time (less than 35 hours per week)	7%	11%	10%	-	-	7%	-	8%	9%	5%	3%	2%
Working part time (less than 35 hours per week) whilst juggling studying	10%	10%	4%	-	-	11%	56%	5%	14%	21%	22%	16%
Full time education	36%	21%	8%	-	-	39%	44%	26%	45%	53%	57%	35%
Unemployed	8%	9%	10%	-	-	8%	-	7%	9%	8%	12%	3%
Other	2%	-	1%	-	-	2%	-	2%	2%	2%	-	11%

Do you think your chances of finding a job will be better, worse or stay the same in 2010?

	Unweighted Base	2	5	-	-	57	-	35	17	7	4	1
Base: All GB respondents aged 16-24 years old who are unemployed	55	3	6	-	-	46	-	28	15	7	4	*
Be better	29%	-	-	-	-	34%	-	30%	11%	33%	72%	100%
Be worse	31%	100%	35%	-	-	27%	-	26%	31%	59%	29%	-
Stay the same	27%	-	26%	-	-	28%	-	32%	37%	-	-	-
Don't know	13%	-	39%	-	-	10%	-	12%	22%	8%	-	-

Total	Gender		Age		Social Grade		Region						
Base	Male	Female	16 and 17	18 to 24	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following are MOST important to you when looking for a job? (Please tick up to three answers)

	Unweighted Base	682	349	333	101	582	207	475	168	115	68	93	160	32	47
Money	764	388	376	117	647	185	579	175	120	72	102	196	34	65	
Fun/ enjoyment	65%	68%	62%	74%	64%	66%	65%	71%	58%	58%	63%	67%	62%	71%	
Appreciation from others of a job well done	52%	50%	53%	57%	51%	50%	53%	50%	51%	42%	52%	56%	56%	59%	
Giving something back to society	16%	16%	16%	16%	16%	17%	15%	15%	16%	18%	18%	16%	15%	11%	
Self validation	11%	12%	10%	10%	11%	12%	11%	9%	10%	15%	16%	9%	6%	16%	
An industry sector that I am passionate about	7%	7%	7%	7%	7%	9%	7%	4%	10%	11%	7%	9%	4%	4%	
Something that matches my skill set	38%	38%	38%	29%	40%	35%	40%	38%	41%	42%	41%	37%	26%	38%	
Flexibility	33%	36%	31%	29%	34%	43%	29%	39%	31%	46%	32%	25%	20%	40%	
Other	24%	24%	24%	31%	23%	20%	26%	26%	21%	21%	20%	32%	24%	11%	
Don't know	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	3%	1%	4%	3%	
	3%	3%	2%	1%	3%	1%	3%	2%	1%	1%	3%	2%	11%	1%	

Do you have a dream job in mind?

	Unweighted Base	682	349	333	101	582	207	475	168	115	68	93	160	32	47
Yes, I do	764	388	376	117	647	185	579	175	120	72	102	196	34	65	
No, I don't	682	349	333	101	582	207	475	168	115	68	93	160	32	47	
Don't know	59%	58%	59%	64%	58%	57%	59%	63%	61%	57%	65%	54%	49%	51%	
	34%	34%	35%	28%	35%	36%	34%	32%	36%	39%	30%	37%	33%	35%	
	7%	8%	6%	8%	7%	7%	7%	5%	3%	4%	6%	9%	18%	14%	

What is your definition of a dream job? (Please tick up to 3 answers)

	Unweighted Base	402	204	197	64	337	119	282	106	70	39	60	87	16	24
A job that includes elements of my personal hobbies and interests (e.g. computer gaming, singing)	451	229	222	77	374	105	346	109	73	42	66	115	15	31	
A job where I can really make a difference to the world	402	204	197	64	337	119	282	106	70	39	60	87	16	24	
A job that has great financial rewards	53%	54%	52%	58%	52%	46%	55%	46%	59%	55%	52%	53%	69%	47%	
A job that gives me work/ life balance	33%	29%	37%	37%	32%	28%	35%	29%	32%	37%	37%	25%	73%	41%	
A job that matches my skill-set	51%	55%	46%	63%	48%	51%	50%	54%	51%	37%	54%	50%	48%	51%	
Other	47%	43%	52%	44%	48%	51%	46%	45%	49%	48%	44%	51%	37%	55%	
Don't know	37%	41%	33%	29%	38%	40%	36%	39%	37%	30%	36%	35%	27%	55%	
	4%	4%	4%	0%	5%	3%	5%	2%	3%	8%	3%	8%	-	4%	
	1%	1%	2%	2%	1%	1%	2%	1%	2%	-	5%	-	-	-	

Total	Marital status						Number of children per household				
	Base	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	Refused	0	1	2	3+

Which, if any, of the following are MOST important to you when looking for a job? (Please tick up to three answers)

	Unweighted Base	764	26	58	2	-	675	3	432	178	96	40	18
Base: All GB respondents aged 16-24 years old		682	27	60	2	-	591	2	386	163	81	37	15
Money	65%	76%	67%	100%	-	65%	56%	65%	68%	60%	74%	58%	
Fun/ enjoyment	52%	38%	46%	30%	-	53%	37%	52%	50%	57%	44%	71%	
Appreciation from others of a job well done	16%	8%	25%	70%	-	15%	-	16%	15%	15%	14%	25%	
Giving something back to society	11%	6%	7%	-	-	12%	-	12%	8%	15%	9%	4%	
Self validation	7%	3%	8%	-	-	7%	-	7%	8%	8%	7%	13%	
An industry sector that I am passionate about	38%	46%	28%	70%	-	39%	44%	41%	34%	37%	37%	28%	
Something that matches my skill set	33%	18%	37%	-	-	34%	20%	34%	33%	31%	27%	37%	
Flexibility	24%	40%	14%	30%	-	24%	56%	21%	31%	24%	29%	32%	
Other	1%	-	2%	-	-	1%	-	1%	3%	-	4%	-	
Don't know	3%	-	6%	-	-	2%	-	3%	3%	3%	-	-	

Do you have a dream job in mind?

	Unweighted Base	764	26	58	2	-	675	3	432	178	96	40	18
Base: All GB respondents aged 16-24 years old		682	27	60	2	-	591	2	386	163	81	37	15
Yes, I do	59%	69%	50%	100%	-	59%	100%	59%	59%	63%	51%	58%	
No, I don't	34%	24%	46%	-	-	34%	-	36%	33%	28%	42%	28%	
Don't know	7%	7%	5%	-	-	7%	-	6%	8%	9%	7%	14%	

What is your definition of a dream job? (Please tick up to 3 answers)

	Unweighted Base	451	17	30	2	-	399	3	253	108	59	22	9
Base: All GB respondents aged 16-24 years old who have a dream job in mind		402	19	30	2	-	349	2	227	97	51	19	9
A job that includes elements of my personal hobbies and interests (e.g. computer gaming, singing)	53%	42%	59%	30%	-	53%	56%	53%	45%	64%	57%	47%	
A job where I can really make a difference to the world	33%	33%	29%	-	-	34%	-	29%	36%	47%	34%	11%	
A job that has great financial rewards	51%	43%	41%	70%	-	52%	56%	45%	60%	50%	56%	66%	
A job that gives me work/ life balance	47%	57%	50%	100%	-	47%	20%	47%	45%	45%	60%	77%	
A job that matches my skill-set	37%	9%	20%	100%	-	40%	-	38%	32%	47%	13%	51%	
Other	4%	10%	4%	-	-	4%	44%	6%	3%	-	5%	11%	
Don't know	1%	5%	-	-	-	1%	-	1%	2%	-	5%	-	

Total	Gender		Age		Social Grade		Region						
Base	Male	Female	16 and 17	18 to 24	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

How optimistic are you about ever finding your dream job where 5 is "very optimistic" and 1 is "not at all optimistic".

Unweighted Base	451	229	222	77	374	105	346	109	73	42	66	115	15	31
Base: All GB respondents aged 16-24 years old who have a dream job in mind	402	204	197	64	337	119	282	106	70	39	60	87	16	24
5 - Very optimistic	23%	25%	21%	25%	22%	25%	22%	27%	15%	11%	25%	26%	33%	22%
4	32%	30%	33%	38%	31%	35%	30%	29%	38%	45%	31%	28%	17%	31%
3	30%	29%	30%	25%	31%	29%	30%	24%	29%	43%	33%	28%	36%	27%
2	10%	7%	13%	10%	10%	5%	12%	9%	12%	1%	6%	14%	10%	9%
1 - Not at all optimistic	5%	9%	2%	1%	6%	5%	5%	9%	3%	-	5%	3%	5%	11%
Don't know	1%	1%	1%	2%	1%	-	1%	1%	2%	-	2%	-	-	-

Which ONE, if any, of the following is your BIGGEST perceived challenge when it comes to finding your dream job?

Unweighted Base	451	229	222	77	374	105	346	109	73	42	66	115	15	31
Base: All GB respondents aged 16-24 years old who have a dream job in mind	402	204	197	64	337	119	282	106	70	39	60	87	16	24
I am confused about my options	11%	13%	9%	13%	11%	12%	11%	10%	7%	9%	12%	13%	12%	17%
I am not clear on what I can offer	8%	7%	9%	11%	7%	8%	8%	8%	10%	16%	6%	5%	-	5%
I don't know how to define my dream job	6%	6%	6%	5%	6%	5%	6%	8%	9%	9%	1%	5%	5%	-
I don't know how to get started	24%	23%	25%	24%	24%	17%	27%	16%	28%	31%	26%	26%	18%	23%
I don't have the time	3%	4%	3%	1%	4%	4%	3%	4%	2%	-	2%	2%	6%	13%
I don't have the money	22%	23%	20%	16%	23%	29%	19%	23%	19%	17%	25%	21%	47%	11%
Don't know	11%	11%	12%	22%	9%	8%	13%	18%	10%	4%	10%	12%	5%	4%
Other	15%	14%	16%	8%	16%	17%	14%	12%	13%	14%	18%	16%	7%	28%

Total	Marital status						Number of children per household				
	Base	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	Refused	0	1	2	3+

How optimistic are you about ever finding your dream job where 5 is "very optimistic" and 1 is "not at all optimistic".

Unweighted Base	451	17	30	2	-	399	3	253	108	59	22	9
Base: All GB respondents aged 16-24 years old who have a dream job in mind	402	19	30	2	-	349	2	227	97	51	19	9
5 - Very optimistic	23%	20%	24%	70%	-	22%	44%	19%	25%	33%	29%	14%
4	32%	43%	23%	30%	-	32%	-	32%	32%	30%	29%	34%
3	30%	10%	28%	-	-	31%	20%	30%	31%	28%	16%	42%
2	10%	14%	20%	-	-	8%	37%	10%	7%	8%	18%	9%
1 - Not at all optimistic	5%	9%	4%	-	-	5%	-	8%	3%	-	3%	-
Don't know	1%	5%	-	-	-	1%	-	1%	2%	-	5%	-

Which ONE, if any, of the following is your BIGGEST perceived challenge when it comes to finding your dream job?

Unweighted Base	451	17	30	2	-	399	3	253	108	59	22	9
Base: All GB respondents aged 16-24 years old who have a dream job in mind	402	19	30	2	-	349	2	227	97	51	19	9
I am confused about my options	11%	-	10%	-	-	12%	-	8%	16%	15%	12%	12%
I am not clear on what I can offer	8%	11%	1%	-	-	8%	-	5%	9%	14%	17%	4%
I don't know how to define my dream job	6%	-	7%	30%	-	6%	20%	7%	5%	4%	7%	-
I don't know how to get started	24%	27%	22%	-	-	24%	37%	28%	21%	16%	25%	9%
I don't have the time	3%	9%	5%	-	-	3%	-	5%	0%	2%	3%	4%
I don't have the money	22%	34%	32%	-	-	21%	-	21%	22%	23%	11%	42%
Don't know	11%	9%	4%	-	-	12%	44%	8%	13%	20%	17%	11%
Other	15%	11%	19%	70%	-	14%	-	18%	14%	6%	8%	19%

Total	Gender		Age		Social Grade		Region						
Base	Male	Female	16 and 17	18 to 24	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Would you consider taking a lower than average salary to gain your dream job?

Unweighted Base	451	229	222	77	374	105	346	109	73	42	66	115	15	31
Base: All GB respondents aged 16-24 years old who have a dream job in mind	402	204	197	64	337	119	282	106	70	39	60	87	16	24
Yes, I would	65%	65%	65%	54%	67%	63%	66%	60%	62%	55%	73%	73%	57%	70%
No, I wouldn't	21%	24%	17%	27%	20%	24%	19%	29%	13%	21%	15%	21%	27%	20%
Don't know	14%	10%	18%	19%	13%	12%	15%	12%	24%	24%	12%	6%	16%	10%

Which ONE, if any, of the following industries would you MOST like to pursue a career?

Unweighted Base	764	388	376	117	647	185	579	175	120	72	102	196	34	65
Base: All GB respondents aged 16-24 years old	682	349	333	101	582	207	475	168	115	68	93	160	32	47
Fashion	3%	1%	6%	2%	4%	5%	3%	4%	5%	2%	4%	1%	4%	4%
Environment/ science	7%	7%	6%	6%	7%	6%	7%	9%	8%	10%	1%	6%	4%	1%
Media	12%	12%	12%	12%	12%	10%	13%	10%	13%	12%	15%	13%	7%	11%
Sports	7%	10%	3%	6%	7%	7%	7%	7%	10%	4%	8%	7%	-	4%
Business	10%	13%	7%	15%	9%	11%	9%	9%	8%	9%	15%	8%	13%	13%
Creative/ design	7%	6%	8%	5%	8%	9%	7%	7%	7%	9%	5%	9%	3%	5%
Technology	7%	11%	2%	8%	7%	8%	6%	6%	3%	6%	3%	11%	11%	12%
Manufacturing/ engineering	3%	4%	2%	5%	3%	1%	4%	4%	2%	4%	4%	3%	1%	3%
Education	9%	5%	13%	8%	9%	9%	9%	10%	11%	3%	10%	10%	9%	5%
Health care	11%	6%	15%	15%	10%	8%	12%	11%	16%	13%	8%	8%	15%	9%
Other	18%	21%	15%	14%	19%	20%	17%	15%	15%	22%	20%	18%	16%	27%
Don't know	7%	4%	10%	5%	7%	6%	7%	9%	3%	6%	7%	6%	17%	4%

Do you have aspirations to start up your own company or become self employed in the future?

Unweighted Base	764	388	376	117	647	185	579	175	120	72	102	196	34	65
Base: All GB respondents aged 16-24 years old	682	349	333	101	582	207	475	168	115	68	93	160	32	47
Yes, I do	36%	41%	31%	35%	37%	36%	36%	36%	39%	37%	37%	35%	31%	34%
No, I don't	51%	43%	58%	49%	51%	53%	49%	48%	51%	52%	51%	53%	50%	51%
Don't know	13%	15%	11%	16%	13%	10%	14%	16%	10%	11%	12%	12%	19%	16%

Total	Marital status						Number of children per household				
	Base	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	Refused	0	1	2	3+

Would you consider taking a lower than average salary to gain your dream job?

Unweighted Base	451	17	30	2	-	399	3	253	108	59	22	9
Base: All GB respondents aged 16-24 years old who have a dream job in mind	402	19	30	2	-	349	2	227	97	51	19	9
Yes, I would	65%	41%	62%	30%	-	67%	80%	71%	56%	55%	59%	81%
No, I wouldn't	21%	51%	32%	70%	-	18%	-	19%	26%	23%	23%	-
Don't know	14%	8%	6%	-	-	15%	20%	10%	18%	21%	19%	19%

Which ONE, if any, of the following industries would you MOST like to pursue a career?

Unweighted Base	764	26	58	2	-	675	3	432	178	96	40	18
Base: All GB respondents aged 16-24 years old	682	27	60	2	-	591	2	386	163	81	37	15
Fashion	3%	-	4%	-	-	3%	-	3%	5%	-	1%	9%
Environment/ science	7%	-	4%	-	-	7%	-	6%	9%	8%	3%	-
Media	12%	6%	13%	-	-	12%	56%	12%	11%	15%	15%	12%
Sports	7%	11%	-	-	-	7%	-	7%	3%	4%	18%	11%
Business	10%	3%	11%	-	-	10%	-	9%	10%	14%	8%	-
Creative/ design	7%	14%	5%	-	-	7%	-	7%	8%	4%	11%	11%
Technology	7%	5%	6%	-	-	7%	-	6%	8%	9%	6%	12%
Manufacturing/ engineering	3%	11%	2%	-	-	3%	-	3%	4%	3%	-	-
Education	9%	15%	12%	-	-	8%	44%	8%	12%	13%	1%	10%
Health care	11%	13%	11%	30%	-	11%	-	10%	11%	16%	14%	-
Other	18%	11%	15%	70%	-	18%	-	22%	16%	5%	16%	15%
Don't know	7%	11%	15%	-	-	6%	-	7%	4%	8%	6%	20%

Do you have aspirations to start up your own company or become self employed in the future?

Unweighted Base	764	26	58	2	-	675	3	432	178	96	40	18
Base: All GB respondents aged 16-24 years old	682	27	60	2	-	591	2	386	163	81	37	15
Yes, I do	36%	53%	31%	30%	-	36%	80%	37%	35%	33%	30%	65%
No, I don't	51%	35%	63%	-	-	50%	20%	52%	51%	50%	47%	21%
Don't know	13%	12%	5%	70%	-	14%	-	11%	14%	17%	24%	14%