



# NHBC Foundation – Housing Careers

## METHODOLOGY NOTE

ComRes interviewed 1064 GB parents of children aged under 18 online between 29th April and 5th May 2016. Data are weighted to be representative of all British adults aged 18+ by age, gender, region and socio-economic grade. 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](mailto:pollwatch@comres.co.uk)

## Housing Careers Survey

### ONLINE Fieldwork: 29th April - 5th May 2016

Absolutes/col percents

Table 1

**Q.1 Which of the following factors, if any, are most important for your child to have in their career?**

**Please select your top three options**

**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1064	516	548	53	305	367	269	57	13	319	257	241	247	169	622
Weighted base	1129	537	592	60*	332	387	267	67*	16**	324	246	325	235	194	664
Opportunities for progression	676 60%	312 58%	364 61%	29 48%	195 59%	233 60%	171 64%c	38 57%	10 61%	189 58%	148 60%	204 63%	135 57%	109 56%	395 60%
Good pay	675 60%	312 58%	363 61%	37 61%	176 53%	244 63%D	164 61%d	42 63%	12 75%	173 53%	161 65%l	192 59%	149 64%l	118 61%	395 59%
Doing something worthwhile	572 51%	275 51%	298 50%	30 51%	168 50%	198 51%	134 50%	36 54%	6 38%	198 61%JKL	120 49%	141 43%	113 48%	99 51%	325 49%
Opportunities for 'on the job' training	279 25%	117 22%	162 27%a	15 24%	89 27%	85 22%	69 26%	14 21%	8 48%	72 22%	57 23%	90 28%	61 26%	45 23%	168 25%
Being part of a recognised profession	241 21%	127 24%	115 19%	13 21%	73 22%	68 18%	64 24%e	18 28%	4 26%	83 26%l	49 20%	67 21%	43 18%	46 24%	152 23%
Leaving a lasting legacy	110 10%	68 13%B	42 7%	16 27%DEFG	27 8%	41 10%	18 7%	5 7%	3 18%	36 11%	24 10%	32 10%	18 8%	31 16%n	65 10%
Other	81 7%	21 4%	60 10%A	2 4%	27 8%	27 7%	21 8%	4 5%	-	20 6%	23 9%k	16 5%	22 9%k	13 7%	41 6%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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**Q.1 Which of the following factors, if any, are most important for your child to have in their career?**

**Please select your top three options**

**Base: All respondents**

	Total	Region											Children		
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Any aged 10 or under (n)	Any aged 11 or over (o)
Unweighted base	1064	103	54	907	50	108	107	81	75	105	158	128	95	701	570
Weighted base	1129	111*	55*	964	49*	120*	102*	101*	86*	105*	166	136*	97*	739	614
Opportunities for progression	676 60%	66 60%	33 59%	577 60%	25 51%	78 65% <sup>m</sup>	67 65% <sup>m</sup>	64 64%	52 60%	66 62%	101 61%	75 55%	51 52%	441 60%	379 62%
Good pay	675 60%	76 68% <sup>dbIK</sup>	29 52%	571 59%	31 64%	80 67% <sup>iK</sup>	64 63%	57 56%	44 51%	66 63%	87 52%	80 59%	60 62%	434 59%	381 62%
Doing something worthwhile	572 51%	53 48%	29 53%	490 51%	26 54%	74 61% <sup>ahIJM</sup>	56 55%	49 48%	38 44%	50 48%	85 51%	69 51%	43 44%	377 51%	322 52%
Opportunities for 'on the job' training	279 25%	32 29%	19 35% <sup>dk</sup>	228 24%	13 26%	32 27%	25 25%	24 24%	18 21%	22 21%	36 22%	32 24%	24 25%	180 24%	151 25%
Being part of a recognised profession	241 21%	27 24% <sup>BF</sup>	5 9%	209 22% <sup>B</sup>	9 19%	13 11%	21 21% <sup>bf</sup>	30 30% <sup>BFj</sup>	24 28% <sup>BF</sup>	19 18%	42 25% <sup>BF</sup>	32 24% <sup>BF</sup>	19 19%	158 21%	132 21%
Leaving a lasting legacy	110 10%	15 13% <sup>gj</sup>	8 15% <sup>GJl</sup>	86 9%	6 12%	11 9%	5 5%	10 10%	9 11%	5 5%	25 15% <sup>GJlm</sup>	9 7%	6 7%	81 11% <sup>o</sup>	48 8%
Other	81 7%	7 7%	6 11% <sup>k</sup>	68 7%	2 4%	7 6%	8 8%	4 4%	7 8%	11 11% <sup>K</sup>	6 4%	12 9%	10 10% <sup>k</sup>	52 7%	42 7%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Housing Careers Survey

### ONLINE Fieldwork: 29th April - 5th May 2016

Absolutes/col percents

Table 2

**Q.2 How likely or unlikely would you be to encourage your child to follow a career in the housebuilding industry?**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C:1 (j)	C:2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1064	516	548	53	305	367	269	57	13	319	257	241	247	169	622
Weighted base	1129	537	592	60*	332	387	267	67*	16**	324	246	325	235	194	664
NET: Likely	431 38%	198 37%	233 39%	28 46%FG	159 48%EFG	146 38%FG	76 28%	15 23%	8 51%	128 40%	86 35%	130 40%	87 37%	76 39%	270 41%
Very likely	(4) 114 10%	61 11%	53 9%	11 18%FG	41 12%Fg	42 11%F	15 5%	3 4%	3 17%	42 13%J	18 7%	30 9%	24 10%	32 17%N	65 10%
Fairly likely	(3) 317 28%	138 26%	180 30%	17 28%	118 35%EFG	104 27%	61 23%	13 19%	5 34%	86 27%	68 28%	100 31%	64 27%	44 22%	205 31% <sup>m</sup>
Not very likely	(2) 277 24%	147 27% <sup>b</sup>	129 22%	11 18%	56 17%	93 24%D	87 33% <sup>c</sup> DE	24 35% <sup>c</sup> D	5 31%	95 29% <sup>L</sup>	61 25%	74 23%	46 20%	46 23%	167 25%
Not at all likely	(1) 126 11%	63 12%	62 10%	5 8%	18 5%	39 10% <sup>d</sup>	47 18% <sup>DE</sup>	14 21% <sup>c</sup> DE	3 18%	23 7%	33 13% <sup>l</sup>	38 12%	32 14% <sup>l</sup>	25 13%	63 9%
NET: Not likely	402 36%	211 39% <sup>B</sup>	191 32%	16 26%	75 22%	132 34%D	135 50% <sup>C</sup> DE	37 56% <sup>C</sup> DE	8 49%	118 36%	94 38%	112 34%	78 33%	70 36%	230 35%
Don't know	296 26%	128 24%	168 28%	16 27%	99 30% <sup>F</sup>	109 28% <sup>f</sup>	57 21%	14 22%	- -	77 24%	66 27%	83 26%	69 30%	48 25%	165 25%
Mean	2.50	2.48	2.53	2.79	2.78 <sup>EFG</sup>	2.54 <sup>FG</sup>	2.20	2.07	2.50	2.60 <sup>J</sup>	2.39	2.51	2.48	2.57	2.54
Standard deviation	0.91	0.93	0.89	0.95	0.83	0.91	0.87	0.84	1.00	0.88	0.90	0.90	0.96	1.02	0.87
Standard error	0.03	0.05	0.05	0.16	0.06	0.06	0.06	0.12	0.28	0.06	0.07	0.07	0.07	0.09	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

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		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Any aged 10 or under (n)	Any aged 11 or over (o)
Unweighted base	1064	103	54	907	50	108	107	81	75	105	158	128	95	701	570
Weighted base	1129	111*	55*	964	49*	120*	102*	101*	86*	105*	166	136*	97*	739	614
NET: Likely	431 38%	30 27%	29 52% <sup>dAEiLM</sup>	372 39%A	15 30%	47 39% <sup>a</sup>	47 46% <sup>AeLM</sup>	40 40%	28 33%	42 40%	82 50% <sup>AEiLM</sup>	44 32%	27 27%	313 42% <sup>O</sup>	210 34%
Very likely	(4) 114 10%	8 7%	10 17% <sup>agJL</sup>	97 10%	6 12%	14 12%	7 7%	8 8%	8 10%	5 5%	30 18% <sup>AGHJL</sup>	8 6%	9 10%	86 12%	56 9%
Fairly likely	(3) 317 28%	23 20%	19 35% <sup>aeM</sup>	276 29%	9 18%	33 27%	40 39% <sup>AEiLM</sup>	32 32% <sup>m</sup>	20 23%	36 34% <sup>AeM</sup>	52 31% <sup>aeM</sup>	36 26%	17 18%	227 31% <sup>O</sup>	154 25%
Not very likely	(2) 277 24%	23 21%	10 18%	243 25%	15 30% <sup>G</sup>	24 20%	14 14%	26 26% <sup>g</sup>	35 40% <sup>ABFGjKL</sup>	28 26% <sup>G</sup>	37 22%	31 23%	34 35% <sup>AbFGKI</sup>	150 20%	181 29% <sup>N</sup>
Not at all likely	(1) 126 11%	16 14%	6 11%	104 11%	4 8%	9 7%	14 13%	9 9%	9 11%	10 10%	18 11%	13 10%	18 18% <sup>F</sup>	62 8%	80 13% <sup>N</sup>
NET: Not likely	402 36%	39 35%	16 29%	347 36%	19 38%	33 27%	28 27%	36 35%	44 51% <sup>aBFGHjKL</sup>	38 36%	54 33%	44 32%	52 53% <sup>ABFGHJKL</sup>	211 29%	260 42% <sup>N</sup>
Don't know	296 26%	41 37% <sup>DBiJKM</sup>	10 19%	244 25%	16 32% <sup>ik</sup>	40 34% <sup>bIKM</sup>	27 26%	25 25%	14 16%	26 24%	30 18%	48 35% <sup>bIKM</sup>	18 19%	215 29% <sup>O</sup>	143 23%
Mean	2.50	2.32	2.72 <sup>aiM</sup>	2.51	2.51	2.66 <sup>aiM</sup>	2.54 <sup>m</sup>	2.51 <sup>m</sup>	2.38	2.47	2.69 <sup>aiM</sup>	2.44	2.23	2.64 <sup>O</sup>	2.40
Standard deviation	0.91	0.96	0.96	0.90	0.93	0.90	0.91	0.84	0.86	0.81	0.96	0.85	0.94	0.89	0.90
Standard error	0.03	0.12	0.15	0.03	0.16	0.11	0.10	0.11	0.11	0.09	0.08	0.09	0.11	0.04	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o

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