

BISS LANCASTER: ARMY RECRUITMENT POLL AGES 17 – 21

Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

Please say if you agree or disagree with the following statements. [Asked only of those employed]

		Gender			Age				
		Total	Male	Female	17	18	19	20	21
I am in a career that I expect to be in for the rest of my life	Strongly disagree	373 39.8%	169 35.6%	203 44.0%	46 63.4%	70 44.0%	83 40.9%	81 35.6%	92 33.7%
	Slightly disagree	139 14.8%	64 13.6%	74 16.1%	0 .0%	24 15.2%	30 14.9%	33 14.3%	52 18.9%
	Neither agree nor disagree	139 14.8%	74 15.5%	65 14.1%	6 7.8%	28 17.5%	27 13.1%	35 15.3%	44 16.0%
	Slightly agree	159 17.0%	88 18.4%	72 15.6%	17 23.1%	18 11.5%	28 13.9%	48 21.0%	48 17.5%
	Strongly agree	127 13.6%	80 16.8%	47 10.3%	4 5.6%	19 11.8%	35 17.2%	31 13.8%	38 14.0%
My job is challenging and will help me develop new skills	Strongly disagree	103 10.9%	44 9.1%	59 12.8%	3 3.1%	15 9.1%	34 16.8%	19 8.3%	33 12.0%
	Slightly disagree	147 15.5%	83 17.1%	64 13.8%	32 39.0%	21 12.9%	20 10.2%	37 16.4%	36 13.2%
	Neither agree nor disagree	169 18.0%	86 17.8%	84 18.1%	3 3.3%	29 18.4%	41 20.6%	55 24.5%	41 14.8%
	Slightly agree	317 33.6%	153 31.8%	164 35.5%	26 31.7%	63 39.2%	59 29.2%	58 25.6%	111 40.7%
	Strongly agree	208 22.1%	117 24.2%	92 19.8%	19 22.9%	33 20.5%	47 23.2%	57 25.2%	53 19.3%

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Please say if you agree or disagree with the following statements. [Asked only of those employed]

		Region									
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands
I am in a career that I expect to be in for the rest of my life	Strongly disagree	51 41.4%	48 38.7%	24 31.4%	22 49.6%	22 36.7%	34 35.7%	36 41.3%	58 48.1%	14 35.4%	29 34.3%
	Slightly disagree	19 15.6%	27 22.1%	10 12.4%	6 14.3%	7 11.0%	13 13.6%	13 14.4%	14 11.5%	3 7.6%	14 16.4%
	Neither agree nor disagree	20 16.5%	14 10.9%	9 11.8%	9 21.3%	10 17.2%	23 24.1%	3 3.8%	15 12.8%	8 20.2%	13 15.3%
	Slightly agree	19 15.7%	21 17.2%	9 12.2%	1 2.2%	6 10.6%	14 14.2%	25 29.0%	25 20.8%	6 14.5%	17 21.0%
	Strongly agree	13 10.8%	14 11.1%	25 32.2%	6 12.6%	15 24.6%	12 12.4%	10 11.6%	8 6.8%	9 22.3%	11 13.0%
My job is challenging and will help me develop new skills	Strongly disagree	16 13.1%	12 9.2%	1 1.6%	4 10.2%	3 5.4%	15 16.0%	16 18.9%	12 9.6%	1 1.4%	7 7.9%
	Slightly disagree	16 12.9%	20 15.6%	6 7.4%	8 18.2%	12 20.7%	16 16.5%	12 13.3%	13 10.7%	11 28.1%	21 24.8%
	Neither agree nor disagree	23 19.0%	13 9.8%	20 26.7%	14 31.6%	14 24.8%	16 17.2%	10 11.9%	15 12.1%	8 18.9%	23 27.3%
	Slightly agree	39 32.7%	51 38.8%	26 34.2%	11 24.2%	12 20.5%	29 30.2%	24 27.3%	62 52.0%	10 24.2%	18 21.3%
	Strongly agree	27 22.3%	35 26.6%	23 30.2%	7 15.8%	17 28.5%	19 20.1%	25 28.6%	19 15.6%	11 27.4%	16 18.7%

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Please say if you agree or disagree with the following statements. [Asked only of those employed]

		Region		SEG			Ethnicity	
		Scotland	AB	C1	C2	DE	White	Non-white
I am in a career that I expect to be in for the rest of my life	Strongly disagree	35	60	115	72	126	347	26
		42.3%	35.7%	36.6%	35.3%	50.0%	41.2%	27.4%
	Slightly disagree	14	22	54	32	32	122	16
		16.7%	13.1%	17.2%	15.5%	12.5%	14.5%	17.3%
	Neither agree nor disagree	14	17	34	32	56	125	14
	16.4%	10.0%	11.0%	15.6%	22.2%	14.9%	14.5%	
Slightly agree	15	45	63	32	20	138	21	
	18.0%	26.8%	20.1%	15.5%	7.8%	16.4%	22.1%	
Strongly agree	6	24	47	37	19	110	18	
	6.6%	14.4%	15.1%	18.1%	7.6%	13.0%	18.7%	
My job is challenging and will help me develop new skills	Strongly disagree	15	8	26	21	47	98	5
		18.0%	4.8%	8.4%	10.1%	18.8%	11.5%	5.2%
	Slightly disagree	12	29	52	30	36	138	9
		14.1%	17.3%	16.4%	14.2%	14.2%	16.1%	9.7%
	Neither agree nor disagree	13	27	57	33	53	154	15
	14.9%	15.7%	18.1%	15.6%	21.3%	18.1%	16.7%	
Slightly agree	35	58	97	78	84	277	41	
	41.2%	34.5%	30.8%	37.2%	33.6%	32.4%	44.4%	
Strongly agree	10	47	83	48	30	186	22	
	11.9%	27.7%	26.4%	22.9%	12.1%	21.8%	24.1%	

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Please say if you agree or disagree with the following statements. [Asked only of those employed]

		Employment Status				Optimism about future working life		
		Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
I am in a career that I expect to be in for the rest of my life	Strongly disagree	373 39.8%	0 .0%	0 .0%	0 .0%	279 38.1%	59 46.4%	35 44.8%
	Slightly disagree	139 14.8%	0 .0%	0 .0%	0 .0%	102 13.9%	24 18.9%	13 17.0%
	Neither agree nor disagree	139 14.8%	0 .0%	0 .0%	0 .0%	91 12.5%	27 21.0%	21 26.6%
	Slightly agree	159 17.0%	0 .0%	0 .0%	0 .0%	143 19.5%	11 8.8%	6 7.1%
	Strongly agree	127 13.6%	0 .0%	0 .0%	0 .0%	118 16.1%	6 4.8%	3 4.4%
My job is challenging and will help me develop new skills	Strongly disagree	103 10.9%	0 .0%	0 .0%	0 .0%	57 7.8%	30 23.8%	16 18.4%
	Slightly disagree	147 15.5%	0 .0%	0 .0%	0 .0%	100 13.7%	27 21.4%	19 22.5%
	Neither agree nor disagree	169 18.0%	0 .0%	0 .0%	0 .0%	122 16.7%	30 23.6%	17 20.4%
	Slightly agree	317 33.6%	0 .0%	0 .0%	0 .0%	267 36.5%	30 23.5%	20 23.5%
	Strongly agree	208 22.1%	0 .0%	0 .0%	0 .0%	186 25.4%	10 7.8%	13 15.1%

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Please say if you agree or disagree with the following statements. [5 = strongly agree, 1 = strongly disagree, 3 = Neither agree nor disagree]

	Gender			Age				
	Total	Male	Female	17	18	19	20	21
I am in a career that I expect to be in for the rest of my life	2.50	2.67	2.32	2.08	2.32	2.52	2.63	2.59
My job is challenging and will help me develop new skills	3.40	3.45	3.36	3.32	3.49	3.32	3.43	3.42

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Please say if you agree or disagree with the following statements. [5 = strongly agree, 1 = strongly disagree, 3 = Neither agree nor disagree]

	Region									
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	
I am in a career that I expect to be in for the rest of my life	2.39	2.40	3.01	2.14	2.75	2.54	2.55	2.27	2.81	
My job is challenging and will help me develop new skills	3.38	3.58	3.84	3.17	3.46	3.22	3.34	3.53	3.48	

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Please say if you agree or disagree with the following statements. [5 = strongly agree, 1 = strongly disagree, 3 = Neither agree nor disagree]

	Region			SEG			Ethnicity	
	West Midlands	Scotland	AB	C1	C2	DE	White	Non-white
I am in a career that I expect to be in for the rest of my life	2.62	2.30	2.71	2.60	2.66	2.11	2.46	2.87
My job is challenging and will help me develop new skills	3.18	3.15	3.63	3.50	3.49	3.06	3.37	3.73

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Please say if you agree or disagree with the following statements. [5 = strongly agree, 1 = strongly disagree, 3 = Neither agree nor disagree]

	Employment Status			Optimism about future working life			
	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
I am in a career that I expect to be in for the rest of my life	2.50	.	.	.	2.62	2.07	2.09
My job is challenging and will help me develop new skills	3.40	.	.	.	3.58	2.70	2.94

Which of the following statements is closest to how you feel about your job, even if neither statement exactly describes how you feel?

	Gender			Age				
	Total	Male	Female	17	18	19	20	21
'I am happy in my job'	720	367	353	59	123	153	181	203
	75.0%	74.7%	75.2%	72.0%	76.1%	75.4%	77.2%	73.1%
'I hate my job'	240	124	116	23	39	50	54	75
	25.0%	25.3%	24.8%	28.0%	23.9%	24.6%	22.8%	26.9%
'I imagined I'd do this kind of job'	496	262	235	40	93	112	107	144
	51.8%	53.4%	50.1%	48.4%	57.7%	55.5%	45.5%	51.9%
'I never imagined I'd do this kind of job'	463	229	234	43	69	90	128	134
	48.2%	46.6%	49.9%	51.6%	42.3%	44.5%	54.5%	48.1%

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Which of the following statements is closest to how you feel about your job, even if neither statement exactly describes how you feel?

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
'I am happy in my job'	99 78.7%	113 83.7%	62 80.5%	27 60.7%	52 88.0%	67 69.3%	58 67.0%	78 64.4%	36 85.0%	62 72.4%	65 76.5%
'I hate my job'	27 21.3%	22 16.3%	15 19.5%	17 39.3%	7 12.0%	30 30.7%	29 33.0%	43 35.6%	6 15.0%	24 27.6%	20 23.5%
'I imagined I'd do this kind of job'	70 55.7%	69 51.1%	44 56.8%	20 45.3%	33 56.6%	48 49.9%	37 42.6%	60 49.3%	30 70.6%	47 54.3%	38 45.4%
'I never imagined I'd do this kind of job'	56 44.3%	66 48.9%	33 43.2%	24 54.7%	25 43.4%	49 50.1%	50 57.4%	61 50.7%	12 29.4%	39 45.7%	46 54.6%

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Which of the following statements is closest to how you feel about your job, even if neither statement exactly describes how you feel?

	SEG				Ethnicity	
	AB	C1	C2	DE	White	Non-white
'I am happy in my job'	131 76.9%	263 81.2%	156 74.0%	171 66.6%	641 74.1%	79 83.0%
'I hate my job'	39 23.1%	61 18.8%	55 26.0%	85 33.4%	224 25.9%	16 17.0%
'I imagined I'd do this kind of job'	93 54.6%	161 49.9%	123 58.6%	119 46.5%	435 50.4%	61 64.1%
'I never imagined I'd do this kind of job'	77 45.4%	161 50.1%	87 41.4%	137 53.5%	429 49.6%	34 35.9%

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Which of the following statements is closest to how you feel about your job, even if neither statement exactly describes how you feel?

	Employment Status				Optimism about future working life		
	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
'I am happy in my job'	720 75.0%	0 .0%	0 .0%	0 .0%	602 81.2%	64 48.6%	54 62.0%
'I hate my job'	240 25.0%	0 .0%	0 .0%	0 .0%	140 18.8%	68 51.4%	33 38.0%
'I imagined I'd do this kind of job'	496 51.8%	0 .0%	0 .0%	0 .0%	395 53.2%	73 56.0%	29 33.0%
'I never imagined I'd do this kind of job'	463 48.2%	0 .0%	0 .0%	0 .0%	347 46.8%	57 44.0%	58 67.0%

Thinking about your working life ahead of you, which of the following describes you most accurately?

	Gender			Age				
	Total	Male	Female	17	18	19	20	21
I have a very clear career path in mind	716 32.8%	337 30.3%	378 35.4%	140 32.1%	151 35.4%	134 31.4%	136 30.4%	154 34.7%
I have a vague career path in mind	997 45.7%	521 46.8%	476 44.5%	221 50.8%	193 45.1%	178 41.6%	224 50.0%	181 40.7%
I have no real interest in having a career	67 3.1%	37 3.3%	30 2.8%	13 3.0%	11 2.5%	10 2.4%	18 4.1%	15 3.3%
I don't have a clear career path in mind	403 18.4%	218 19.5%	185 17.3%	61 14.1%	72 16.9%	105 24.5%	69 15.5%	95 21.3%

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Thinking about your working life ahead of you, which of the following describes you most accurately?

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
I have a very clear career path in mind	96 32.9%	96 32.6%	59 33.5%	32 29.1%	56 35.0%	58 30.3%	53 27.1%	81 31.3%	38 38.8%	75 36.6%	72 35.8%
I have a vague career path in mind	131 44.9%	134 45.2%	74 42.0%	57 51.0%	73 46.1%	83 43.3%	101 51.4%	118 45.7%	45 45.7%	90 43.9%	92 45.9%
I have no real interest in having a career	8 2.7%	9 3.0%	9 5.1%	4 3.5%	6 3.6%	13 6.5%	2 .8%	8 3.3%	0 .5%	6 3.0%	3 1.4%
I don't have a clear career path in mind	57 19.5%	57 19.3%	34 19.4%	18 16.3%	24 15.4%	38 19.9%	41 20.8%	51 19.7%	15 15.0%	34 16.5%	34 16.9%

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Thinking about your working life ahead of you, which of the following describes you most accurately?

	SEG				Ethnicity	
	AB	C1	C2	DE	White	Non-white
I have a very clear career path in mind	140 32.2%	205 32.4%	153 36.9%	217 31.1%	625 32.6%	90 34.5%
I have a vague career path in mind	217 49.9%	298 47.1%	170 40.9%	311 44.6%	888 46.3%	109 41.5%
I have no real interest in having a career	7 1.6%	14 2.3%	10 2.5%	35 5.1%	48 2.5%	19 7.2%
I don't have a clear career path in mind	71 16.3%	115 18.2%	82 19.7%	134 19.2%	359 18.7%	44 16.8%

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Thinking about your working life ahead of you, which of the following describes you most accurately?

	Employment Status				Optimism about future working life		
	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
I have a very clear career path in mind	301 31.4%	384 36.0%	22 19.9%	8 18.7%	650 37.8%	37 13.9%	28 14.4%
I have a vague career path in mind	427 44.5%	506 47.4%	42 37.4%	22 51.5%	804 46.7%	103 39.1%	89 45.4%
I have no real interest in having a career	33 3.4%	26 2.4%	7 5.8%	2 4.6%	24 1.4%	19 7.1%	25 12.6%
I don't have a clear career path in mind	199 20.7%	152 14.2%	41 36.8%	11 25.2%	243 14.1%	106 39.9%	54 27.6%

Do you feel that there are or have been barriers to you being able to get the job that you would really like?

	Gender			Age				
	Total	Male	Female	17	18	19	20	21
Yes	1153 53.0%	561 50.6%	592 55.4%	225 51.7%	199 46.8%	225 52.9%	234 52.5%	269 60.7%
No	675 31.0%	363 32.7%	313 29.3%	138 31.8%	146 34.3%	141 33.1%	128 28.8%	121 27.4%
I don't know	349 16.0%	185 16.7%	163 15.3%	72 16.5%	81 19.0%	60 14.0%	84 18.7%	53 11.9%

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Do you feel that there are or have been barriers to you being able to get the job that you would really like?

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Yes	163 56.0%	143 48.6%	94 53.6%	60 54.0%	85 53.6%	96 50.0%	100 51.0%	141 54.5%	59 59.7%	110 53.9%	103 51.7%
No	81 28.0%	116 39.3%	56 31.8%	25 22.9%	52 32.9%	60 31.3%	65 33.1%	66 25.7%	26 25.8%	59 29.1%	69 34.8%
I don't know	46 16.0%	36 12.1%	26 14.6%	26 23.1%	21 13.5%	36 18.7%	31 15.9%	51 19.8%	14 14.4%	35 17.0%	27 13.5%

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Do you feel that there are or have been barriers to you being able to get the job that you would really like?

	SEG				Ethnicity	
	AB	C1	C2	DE	White	Non-white
Yes	211 48.6%	322 51.0%	212 51.4%	407 58.5%	994 51.9%	158 60.5%
No	147 33.8%	208 32.8%	142 34.5%	178 25.6%	611 31.9%	64 24.5%
I don't know	77 17.6%	102 16.2%	59 14.2%	111 16.0%	309 16.2%	39 15.0%

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Do you feel that there are or have been barriers to you being able to get the job that you would really like?

	Employment Status				Optimism about future working life		
	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
Yes	531 55.4%	510 47.9%	85 76.1%	27 64.1%	856 49.9%	201 75.8%	96 48.8%
No	292 30.5%	357 33.5%	18 16.3%	9 20.7%	594 34.6%	37 13.9%	44 22.5%
I don't know	135 14.1%	199 18.7%	8 7.5%	6 15.2%	265 15.5%	27 10.3%	56 28.7%

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Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

Which, if any, of the following have been barriers to you being able to follow the career path you would like to? [Asked only of those who said they felt there are or had been barriers]

		Gender			Age				
		Total	Male	Female	17	18	19	20	21
Not having the right educational qualifications	Yes	492	245	247	72	75	100	108	136
		43.0%	43.8%	42.2%	32.4%	38.4%	44.3%	46.6%	51.0%
	No	591	281	310	133	116	112	110	120
		51.6%	50.2%	52.9%	59.5%	59.4%	49.5%	47.3%	44.8%
	I don't know	62	33	28	18	4	14	14	11
		5.4%	6.0%	4.9%	8.0%	2.2%	6.2%	6.1%	4.3%
Not getting enough encouragement from family/friends	Yes	246	127	119	39	44	48	56	59
		21.7%	22.8%	20.7%	17.5%	22.6%	22.0%	24.4%	22.2%
	No	827	392	435	168	143	160	167	191
		73.1%	70.5%	75.6%	75.5%	72.8%	72.8%	72.7%	71.8%
	I don't know	58	37	22	16	9	11	7	16
		5.2%	6.6%	3.7%	7.1%	4.6%	5.2%	2.9%	6.0%
Not getting good enough careers advice at school	Yes	483	239	243	74	77	99	104	128
		42.4%	42.9%	42.0%	33.5%	39.4%	44.4%	45.3%	48.1%
	No	564	264	301	129	112	103	107	114
		49.6%	47.2%	51.9%	57.8%	57.0%	46.3%	46.7%	42.6%
	I don't know	91	55	35	20	7	21	19	25
		8.0%	9.9%	6.1%	8.8%	3.6%	9.3%	8.1%	9.4%
Not having the time to pursue it	Yes	357	173	185	55	71	66	79	86
		31.5%	31.0%	32.0%	24.9%	36.3%	30.0%	34.2%	32.4%
	No	709	349	359	150	115	140	143	160
		62.5%	62.7%	62.3%	67.5%	58.4%	64.1%	62.3%	60.1%
	I don't know	68	35	33	17	10	13	8	20
		6.0%	6.3%	5.7%	7.5%	5.3%	5.9%	3.5%	7.4%

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Which, if any, of the following have been barriers to you being able to follow the career path you would like to? [Asked only of those who said they felt there are or had been barriers]

		Gender			Age				
		Total	Male	Female	17	18	19	20	21
Don't think I have the right skills to pursue it	Yes	477	230	247	72	99	95	91	120
		41.9%	41.3%	42.4%	32.5%	50.3%	42.2%	39.9%	44.8%
	No	570	285	285	135	80	110	122	122
		50.0%	51.2%	48.9%	60.6%	41.0%	49.0%	53.4%	45.8%
	I don't know	93	42	51	15	17	20	15	25
		8.1%	7.5%	8.7%	6.9%	8.7%	8.8%	6.6%	9.4%
Not having the money to pursue it	Yes	587	280	307	89	111	118	120	149
		51.7%	50.2%	53.1%	40.1%	55.9%	53.7%	52.1%	56.1%
	No	468	235	234	114	77	85	93	99
		41.2%	42.1%	40.4%	51.2%	38.9%	38.8%	40.6%	37.1%
	I don't know	81	43	38	19	10	16	17	18
		7.1%	7.7%	6.6%	8.7%	5.2%	7.5%	7.3%	6.8%
Not feeling the confidence to pursue it	Yes	500	227	274	103	80	91	101	125
		44.1%	40.7%	47.3%	46.2%	41.0%	40.6%	44.3%	47.2%
	No	562	294	268	106	106	117	111	123
		49.5%	52.8%	46.2%	47.8%	54.2%	52.0%	48.5%	46.1%
	I don't know	73	36	37	13	9	16	17	18
		6.5%	6.5%	6.5%	5.9%	4.8%	7.3%	7.3%	6.7%
Not enough jobs around that really appeal	Yes	655	308	346	117	103	135	134	167
		57.7%	56.1%	59.2%	52.6%	53.8%	60.0%	58.1%	62.4%
	No	424	214	210	92	81	82	82	86
		37.3%	38.9%	35.9%	41.7%	42.4%	36.3%	35.8%	32.3%
	I don't know	56	28	29	13	7	8	14	14
		5.0%	5.0%	4.9%	5.7%	3.8%	3.7%	6.1%	5.3%

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Which, if any, of the following have been barriers to you being able to follow the career path you would like to? [Asked only of those who said they felt there are or had been barriers]

		Gender			Age				
		Total	Male	Female	17	18	19	20	21
Not having the right experience	Yes	778	369	409	122	136	147	176	197
		68.1%	66.0%	70.1%	54.9%	68.3%	65.4%	76.0%	74.2%
	No	309	164	144	83	49	71	48	58
		27.0%	29.4%	24.7%	37.4%	24.5%	31.5%	20.7%	21.8%
	I don't know	56	26	31	17	14	7	8	11
		4.9%	4.6%	5.2%	7.7%	7.1%	3.1%	3.3%	4.0%

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Which, if any, of the following have been barriers to you being able to follow the career path you would like to? [Asked only of those who said they felt there are or had been barriers]

		Region										
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Not having the right educational qualifications	Yes	78 48.0%	61 42.7%	29 32.8%	26 44.6%	37 43.8%	46 48.1%	42 42.4%	55 39.5%	22 36.9%	54 49.0%	41 40.3%
	No	78 48.0%	78 54.4%	47 52.2%	33 55.4%	34 40.0%	46 47.8%	55 55.5%	76 54.3%	34 58.2%	52 47.6%	58 56.8%
	I don't know	6 3.9%	4 2.9%	13 15.0%	0 .0%	14 16.1%	4 4.1%	2 2.1%	9 6.2%	3 4.9%	4 3.4%	3 2.9%
Not getting enough encouragement from family/friends	Yes	36 22.2%	32 23.0%	14 16.0%	17 28.4%	19 23.0%	17 18.2%	23 23.9%	26 18.8%	8 13.8%	30 27.6%	23 23.2%
	No	116 72.0%	103 73.6%	68 75.9%	41 68.3%	52 63.1%	73 77.0%	72 74.5%	108 77.4%	46 78.0%	73 67.5%	74 74.9%
	I don't know	9 5.8%	5 3.4%	7 8.1%	2 3.3%	12 13.9%	5 4.8%	2 1.6%	5 3.8%	5 8.3%	5 4.9%	2 2.0%
Not getting good enough careers advice at school	Yes	71 43.9%	48 34.1%	23 25.4%	27 46.0%	36 42.5%	47 49.4%	58 58.3%	58 41.8%	26 43.4%	48 43.7%	41 41.3%
	No	80 49.5%	79 56.0%	52 58.1%	26 43.3%	34 40.8%	47 49.4%	39 39.4%	75 53.4%	31 52.3%	54 49.7%	47 47.7%
	I don't know	11 6.6%	14 9.9%	15 16.5%	6 10.8%	14 16.7%	1 1.2%	2 2.3%	7 4.9%	3 4.3%	7 6.6%	11 11.0%
Not having the time to pursue it	Yes	49 30.3%	50 35.7%	30 33.3%	17 28.8%	23 28.2%	39 40.7%	40 41.2%	38 27.0%	12 20.0%	26 24.3%	33 33.2%
	No	104 64.3%	81 58.2%	52 57.8%	40 68.0%	48 58.1%	55 57.2%	55 55.8%	95 67.9%	44 74.4%	73 67.3%	61 61.8%
	I don't know	9 5.4%	9 6.2%	8 8.9%	2 3.3%	11 13.7%	2 2.1%	3 3.0%	7 5.0%	3 5.7%	9 8.4%	5 5.0%

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		Region										
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Don't think I have the right skills to pursue it	Yes	68 41.7%	68 48.5%	18 19.7%	35 58.3%	27 32.6%	29 31.0%	62 62.5%	54 38.4%	20 34.4%	54 49.9%	42 41.2%
	No	83 51.2%	66 47.0%	64 71.3%	22 36.6%	41 49.2%	58 61.3%	28 28.5%	74 53.2%	36 60.7%	46 42.1%	52 50.3%
	I don't know	11 7.0%	6 4.5%	8 9.1%	3 5.1%	15 18.2%	7 7.8%	9 8.9%	12 8.4%	3 4.9%	9 8.0%	9 8.5%
Not having the money to pursue it	Yes	67 41.4%	82 58.0%	43 47.0%	40 66.9%	43 52.3%	55 58.2%	62 63.5%	67 48.2%	27 45.0%	54 49.8%	46 47.0%
	No	77 47.5%	54 38.7%	37 40.5%	19 32.0%	25 30.7%	38 39.5%	33 34.2%	59 42.2%	29 48.8%	48 44.1%	48 49.1%
	I don't know	18 11.2%	5 3.3%	12 12.6%	1 1.1%	14 16.9%	2 2.2%	2 2.3%	13 9.5%	4 6.3%	7 6.2%	4 4.0%
Not feeling the confidence to pursue it	Yes	73 45.6%	61 43.6%	32 35.0%	27 45.9%	30 36.3%	40 42.4%	61 62.7%	52 37.4%	16 27.5%	52 47.4%	56 54.1%
	No	75 46.4%	73 52.3%	47 52.5%	31 51.6%	36 43.2%	53 55.4%	32 33.2%	78 55.8%	42 70.8%	50 46.3%	45 44.0%
	I don't know	13 8.0%	6 4.1%	11 12.5%	1 2.4%	17 20.5%	2 2.2%	4 4.0%	10 6.8%	1 1.6%	7 6.2%	2 1.8%
Not enough jobs around that really appeal	Yes	82 50.5%	77 54.3%	63 69.4%	45 75.1%	49 62.0%	51 54.0%	48 49.0%	68 49.8%	34 58.1%	64 59.1%	73 70.5%
	No	74 45.8%	57 40.2%	21 22.9%	14 22.8%	21 27.1%	42 44.1%	48 48.4%	62 44.9%	23 39.2%	35 31.8%	28 27.2%
	I don't know	6 3.8%	8 5.5%	7 7.8%	1 2.1%	9 10.9%	2 1.9%	3 2.6%	7 5.4%	2 2.7%	10 9.1%	2 2.3%

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		Region										
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Not having the right experience	Yes	112 69.3%	101 71.2%	60 65.9%	50 83.5%	41 49.2%	74 77.8%	63 63.6%	91 65.1%	35 59.5%	80 73.0%	71 69.3%
	No	46 28.2%	32 22.5%	24 26.2%	10 16.5%	30 36.4%	21 22.2%	28 28.5%	44 31.2%	21 35.9%	24 22.0%	29 27.8%
	I don't know	4 2.5%	9 6.3%	7 7.9%	0 .0%	12 14.4%	0 .0%	8 7.8%	5 3.8%	3 4.6%	5 4.9%	3 3.0%

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Which, if any, of the following have been barriers to you being able to follow the career path you would like to? [Asked only of those who said they felt there are or had been barriers]

		SEG				Ethnicity		Employment Status			
		AB	C1	C2	DE	White	Non-white	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job
Not having the right educational qualifications	Yes	91	128	91	182	424	68	253	183	40	16
		42.9%	40.1%	43.3%	45.1%	42.9%	43.3%	47.8%	36.2%	48.1%	61.1%
	No	115	177	105	193	513	78	249	290	42	10
		54.6%	55.3%	50.3%	47.8%	51.9%	49.5%	47.0%	57.3%	50.7%	38.2%
	I don't know	5	15	14	28	51	11	28	33	1	0
		2.5%	4.6%	6.5%	7.0%	5.1%	7.2%	5.3%	6.5%	1.3%	.8%
Not getting enough encouragement from family/friends	Yes	32	60	49	105	204	42	112	105	26	4
		15.2%	18.9%	23.9%	26.3%	20.9%	26.9%	21.5%	20.9%	30.8%	14.9%
	No	172	242	142	272	726	102	383	368	56	20
		82.1%	76.3%	68.4%	68.2%	74.3%	65.3%	73.4%	73.2%	67.5%	82.2%
	I don't know	5	15	16	22	46	12	27	30	1	1
		2.6%	4.8%	7.7%	5.5%	4.7%	7.8%	5.1%	5.9%	1.7%	2.9%
Not getting good enough careers advice at school	Yes	68	142	100	172	421	61	217	216	39	11
		32.4%	44.3%	48.5%	43.1%	43.0%	39.0%	41.5%	42.7%	46.4%	44.6%
	No	124	159	93	189	484	80	256	258	37	13
		59.2%	49.4%	44.7%	47.2%	49.4%	51.0%	48.8%	51.1%	44.6%	52.0%
	I don't know	18	20	14	39	75	16	51	31	8	1
		8.4%	6.3%	6.8%	9.7%	7.6%	10.0%	9.7%	6.2%	9.0%	3.5%
Not having the time to pursue it	Yes	73	104	72	109	306	51	177	153	17	10
		34.8%	32.8%	34.5%	27.3%	31.3%	33.0%	33.9%	30.6%	20.0%	39.3%
	No	127	191	124	267	616	92	313	316	64	15
		60.7%	60.0%	59.5%	66.9%	63.0%	59.3%	59.7%	63.1%	77.3%	59.0%
	I don't know	9	23	13	23	56	12	33	32	2	0
		4.5%	7.2%	6.0%	5.8%	5.7%	7.7%	6.4%	6.3%	2.8%	1.7%

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		SEG				Ethnicity		Employment Status			
		AB	C1	C2	DE	White	Non-white	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job
Don't think I have the right skills to pursue it	Yes	70 33.3%	114 35.7%	89 42.8%	205 50.6%	413 42.0%	64 40.8%	252 47.8%	175 34.8%	42 50.8%	8 30.1%
	No	124 59.2%	175 54.8%	103 49.6%	168 41.7%	491 49.9%	79 50.6%	228 43.3%	287 57.0%	38 45.5%	16 64.5%
	I don't know	16 7.5%	30 9.5%	16 7.6%	31 7.7%	79 8.0%	13 8.6%	47 8.9%	41 8.2%	3 3.6%	1 5.4%
Not having the money to pursue it	Yes	95 45.3%	173 54.4%	105 50.3%	214 53.5%	517 52.8%	70 44.5%	282 53.9%	249 49.5%	40 48.5%	15 59.5%
	No	107 50.9%	127 40.0%	91 43.9%	143 35.7%	397 40.5%	72 45.9%	202 38.6%	219 43.4%	37 44.8%	10 39.7%
	I don't know	8 3.8%	18 5.6%	12 5.8%	43 10.7%	66 6.7%	15 9.6%	39 7.5%	36 7.1%	6 6.7%	0 .8%
Not feeling the confidence to pursue it	Yes	83 39.8%	130 41.0%	91 43.9%	196 48.8%	425 43.4%	75 48.2%	227 43.4%	210 41.7%	49 58.7%	15 57.5%
	No	117 56.2%	173 54.5%	102 49.2%	170 42.2%	495 50.5%	67 42.8%	257 49.1%	263 52.2%	31 37.8%	10 41.0%
	I don't know	8 4.0%	14 4.5%	14 6.9%	36 9.0%	59 6.1%	14 9.0%	39 7.5%	31 6.1%	3 3.5%	0 1.5%
Not enough jobs around that really appeal	Yes	108 51.6%	162 50.8%	128 61.5%	256 64.5%	570 58.3%	85 54.0%	293 56.1%	280 55.8%	66 77.5%	16 63.2%
	No	89 42.5%	144 45.2%	71 33.9%	120 30.2%	359 36.7%	65 41.2%	203 38.9%	196 38.9%	16 19.0%	9 35.2%
	I don't know	12 5.9%	13 4.1%	10 4.7%	21 5.3%	49 5.0%	8 4.8%	26 5.0%	27 5.3%	3 3.5%	0 1.6%

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		SEG				Ethnicity		Employment Status			
		AB	C1	C2	DE	White	Non-white	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job
Not having the right experience	Yes	141 66.6%	212 66.2%	140 68.0%	285 70.4%	667 67.6%	112 71.0%	365 69.1%	326 64.3%	72 86.7%	15 61.9%
	No	61 29.1%	97 30.3%	56 27.3%	94 23.1%	270 27.4%	38 24.2%	135 25.5%	156 30.8%	9 10.3%	9 36.4%
	I don't know	9 4.3%	11 3.5%	10 4.7%	27 6.5%	49 5.0%	7 4.7%	29 5.4%	25 4.9%	2 2.9%	0 1.7%

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Which, if any, of the following have been barriers to you being able to follow the career path you would like to? [Asked only of those who said they felt there are or had been barriers]

		Optimism about future working life		
		Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
Not having the right educational qualifications	Yes	340 40.1%	112 55.6%	41 42.4%
	No	477 56.3%	74 36.9%	39 41.0%
	I don't know	31 3.7%	15 7.4%	16 16.6%
Not getting enough encouragement from family/friends	Yes	153 18.2%	74 36.9%	20 21.4%
	No	655 77.9%	116 58.1%	56 61.6%
	I don't know	33 3.9%	10 5.0%	16 17.0%
Not getting good enough careers advice at school	Yes	360 42.6%	100 49.8%	23 24.5%
	No	439 51.9%	75 37.2%	51 55.0%
	I don't know	46 5.4%	26 13.0%	19 20.4%
Not having the time to pursue it	Yes	273 32.5%	59 29.6%	25 27.2%
	No	530 62.9%	127 63.6%	52 56.4%
	I don't know	39 4.7%	14 6.9%	15 16.4%

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		Optimism about future working life		
		Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
Don't think I have the right skills to pursue it	Yes	312 37.0%	122 60.9%	43 44.9%
	No	468 55.4%	64 31.8%	39 40.6%
	I don't know	64 7.6%	15 7.4%	14 14.5%
Not having the money to pursue it	Yes	417 49.4%	119 59.4%	50 55.2%
	No	380 44.9%	63 31.7%	25 27.8%
	I don't know	48 5.6%	18 8.9%	15 17.0%
Not feeling the confidence to pursue it	Yes	323 38.4%	130 64.8%	48 50.0%
	No	475 56.6%	57 28.4%	30 31.4%
	I don't know	42 5.0%	14 6.8%	18 18.6%
Not enough jobs around that really appeal	Yes	452 53.7%	137 68.6%	66 69.8%
	No	356 42.4%	51 25.4%	17 17.9%
	I don't know	33 3.9%	12 6.0%	12 12.3%

BISS LANCASTER: ARMY RECRUITMENT POLL

AGES 17 – 21

Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

Which, if any, of the following have been barriers to you being able to follow the career path you would like to? [Asked only of those who said they felt there are or had been barriers]

		Optimism about future working life		
		Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
Not having the right experience	Yes	553 65.3%	163 81.3%	62 64.9%
	No	265 31.3%	27 13.3%	17 17.6%
	I don't know	29 3.4%	11 5.3%	17 17.5%

BISS LANCASTER: ARMY RECRUITMENT POLL AGES 17 – 21

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How long would you say you spent thinking about your current job before you accepted it? [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	Gender			Age				
	Total	Male	Female	17	18	19	20	21
No time at all	285	132	153	21	41	48	68	107
	29.7%	27.0%	32.5%	24.9%	25.4%	23.6%	29.2%	38.6%
Less than 5 minutes	177	77	100	13	27	51	42	44
	18.5%	15.7%	21.3%	15.9%	16.6%	25.2%	17.9%	15.9%
About an hour	119	63	56	25	22	22	30	20
	12.4%	13.0%	11.8%	30.4%	13.8%	10.9%	12.6%	7.1%
A couple of hours	92	46	46	0	16	21	37	18
	9.6%	9.4%	9.7%	.0%	10.2%	10.2%	15.7%	6.4%
A day	65	41	24	5	3	20	18	19
	6.8%	8.4%	5.1%	6.6%	1.9%	9.9%	7.5%	6.8%
A couple of days	120	70	50	12	34	23	18	32
	12.5%	14.4%	10.6%	15.1%	21.4%	11.4%	7.8%	11.5%
3 to 7 days	37	21	17	0	2	11	8	17
	3.9%	4.2%	3.6%	.0%	1.0%	5.2%	3.5%	6.2%
More than a week	63	39	25	6	15	7	14	21
	6.6%	7.9%	5.3%	7.2%	9.6%	3.6%	6.0%	7.4%

BISS LANCASTER: ARMY RECRUITMENT POLL AGES 17 – 21

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How long would you say you spent thinking about your current job before you accepted it? [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

Region

	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
No time at all	35 27.6%	43 32.1%	26 34.2%	3 7.2%	12 21.0%	30 31.1%	32 36.7%	33 26.8%	12 27.6%	37 43.6%	21 25.1%
Less than 5 minutes	15 12.0%	19 14.0%	8 10.6%	10 22.1%	14 23.5%	27 27.8%	17 19.9%	24 19.9%	17 39.6%	14 16.4%	12 14.2%
About an hour	23 18.5%	24 17.5%	11 14.4%	4 9.2%	5 8.8%	6 6.5%	10 11.8%	17 14.4%	2 3.7%	6 6.9%	10 12.0%
A couple of hours	13 10.0%	5 4.0%	12 15.4%	4 9.3%	6 10.0%	11 10.9%	4 4.9%	13 10.4%	6 14.0%	6 7.2%	12 14.5%
A day	8 6.3%	6 4.2%	13 16.7%	8 18.4%	2 3.7%	9 9.3%	2 2.6%	6 5.1%	3 6.8%	2 2.5%	6 7.0%
A couple of days	17 13.8%	23 17.0%	4 5.3%	10 23.4%	6 10.8%	8 8.4%	14 16.6%	16 13.2%	2 4.5%	11 13.4%	7 8.4%
3 to 7 days	8 6.6%	6 4.8%	1 1.7%	3 7.2%	2 2.8%	0 .0%	4 4.6%	5 4.0%	0 .0%	2 1.8%	6 7.3%
More than a week	7 5.2%	9 6.6%	1 1.6%	1 3.3%	11 19.3%	6 6.0%	2 2.8%	8 6.2%	2 3.7%	7 8.2%	10 11.6%

BISS LANCASTER: ARMY RECRUITMENT POLL AGES 17 – 21

Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

How long would you say you spent thinking about your current job before you accepted it? [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	SEG				Ethnicity	
	AB	C1	C2	DE	White	Non-white
No time at all	42 24.6%	104 32.4%	58 27.7%	80 31.3%	265 30.6%	20 21.3%
Less than 5 minutes	29 17.1%	55 17.0%	46 21.7%	48 18.6%	166 19.2%	11 11.9%
About an hour	32 19.0%	41 12.9%	30 14.4%	15 5.8%	103 11.9%	16 17.2%
A couple of hours	17 10.0%	25 7.9%	19 9.0%	30 11.8%	78 9.0%	13 14.4%
A day	13 7.4%	18 5.7%	16 7.7%	18 7.0%	59 6.9%	6 6.2%
A couple of days	15 8.5%	51 15.9%	21 10.1%	33 13.0%	106 12.3%	14 14.9%
3 to 7 days	7 3.8%	11 3.3%	10 4.8%	10 3.9%	29 3.4%	8 8.8%
More than a week	16 9.5%	16 4.9%	10 4.6%	22 8.5%	58 6.8%	5 5.4%

BISS LANCASTER: ARMY RECRUITMENT POLL AGES 17 – 21

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How long would you say you spent thinking about your current job before you accepted it? [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	Employment Status				Optimism about future working life		
	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
No time at all	285 29.7%	0 .0%	0 .0%	0 .0%	227 30.5%	41 31.8%	17 19.6%
Less than 5 minutes	177 18.5%	0 .0%	0 .0%	0 .0%	133 18.0%	35 27.0%	8 9.8%
About an hour	119 12.4%	0 .0%	0 .0%	0 .0%	100 13.5%	10 7.7%	9 10.1%
A couple of hours	92 9.6%	0 .0%	0 .0%	0 .0%	62 8.4%	19 14.6%	10 12.0%
A day	65 6.8%	0 .0%	0 .0%	0 .0%	45 6.1%	8 6.0%	12 13.9%
A couple of days	120 12.5%	0 .0%	0 .0%	0 .0%	90 12.2%	9 7.1%	20 23.7%
3 to 7 days	37 3.9%	0 .0%	0 .0%	0 .0%	28 3.8%	5 3.9%	5 5.3%
More than a week	63 6.6%	0 .0%	0 .0%	0 .0%	56 7.5%	3 2.0%	5 5.6%

Do you think you have more to learn about your personal strengths and weaknesses?

	Gender			Age				
	Total	Male	Female	17	18	19	20	21
Yes	1879 86.4%	940 84.9%	939 87.9%	376 86.5%	381 89.5%	365 86.5%	381 85.1%	375 84.5%
No	184 8.5%	108 9.8%	76 7.1%	35 8.0%	32 7.6%	29 6.8%	36 8.1%	52 11.7%
I don't know	112 5.2%	59 5.3%	53 5.0%	24 5.5%	12 2.9%	28 6.7%	31 6.8%	17 3.8%

BISS LANCASTER: ARMY RECRUITMENT POLL

AGES 17 – 21

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Do you think you have more to learn about your personal strengths and weaknesses?

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Yes	247 84.9%	250 84.5%	150 85.9%	102 91.9%	139 87.3%	161 83.6%	176 90.2%	210 81.9%	83 86.0%	180 88.1%	182 91.0%
No	30 10.2%	23 7.8%	17 9.6%	8 6.9%	9 5.9%	19 9.9%	11 5.8%	28 10.9%	7 7.4%	19 9.2%	13 6.7%
I don't know	14 4.9%	23 7.7%	8 4.5%	1 1.2%	11 6.8%	12 6.5%	8 4.1%	18 7.2%	6 6.6%	5 2.7%	5 2.3%

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Do you think you have more to learn about your personal strengths and weaknesses?

	SEG				Ethnicity	
	AB	C1	C2	DE	White	Non-white
Yes	395 90.9%	545 86.4%	364 87.8%	575 82.7%	1666 86.9%	213 82.4%
No	31 7.1%	59 9.3%	27 6.5%	68 9.8%	153 8.0%	31 12.1%
I don't know	9 2.0%	27 4.3%	24 5.7%	53 7.6%	98 5.1%	14 5.5%

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Do you think you have more to learn about your personal strengths and weaknesses?

	Employment Status				Optimism about future working life		
	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
Yes	818 85.5%	930 87.2%	99 88.8%	33 79.4%	1534 89.3%	204 78.1%	141 71.7%
No	96 10.0%	74 7.0%	8 7.6%	6 13.2%	122 7.1%	47 18.1%	15 7.6%
I don't know	43 4.5%	62 5.9%	4 3.6%	3 7.4%	62 3.6%	10 3.8%	41 20.7%

BISS LANCASTER: ARMY RECRUITMENT POLL

AGES 17 – 21

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Gender			Age				
		Total	Male	Female	17	18	19	20	21
Comments from family	Very useful	592 27.2%	278 25.1%	314 29.5%	123 28.4%	126 29.7%	113 26.4%	118 26.3%	112 25.4%
	Fairly useful	1117 51.3%	579 52.2%	538 50.5%	217 49.8%	190 44.9%	245 57.3%	241 53.9%	224 50.7%
	Not very useful	316 14.5%	167 15.1%	148 13.9%	54 12.5%	77 18.3%	49 11.6%	62 13.8%	72 16.4%
	Not at all useful	84 3.8%	40 3.6%	44 4.1%	27 6.1%	21 4.9%	9 2.2%	9 2.1%	18 4.0%
	I don't know	67 3.1%	46 4.1%	22 2.0%	14 3.2%	10 2.3%	11 2.6%	17 3.9%	15 3.5%
Comments from friends	Very useful	504 23.2%	242 21.8%	262 24.6%	89 20.6%	112 26.2%	104 24.4%	96 21.6%	103 23.3%
	Fairly useful	1169 53.8%	611 55.1%	558 52.4%	231 53.2%	226 53.2%	234 54.9%	243 54.5%	234 53.1%
	Not very useful	374 17.2%	183 16.5%	191 18.0%	86 19.8%	68 16.0%	68 15.8%	75 16.8%	78 17.6%
	Not at all useful	71 3.2%	38 3.4%	33 3.1%	20 4.7%	12 2.8%	8 1.8%	15 3.3%	16 3.6%
	I don't know	56 2.6%	35 3.1%	21 2.0%	7 1.7%	8 1.8%	13 3.0%	17 3.8%	10 2.4%

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Gender		Age					
		Total	Male	Female	17	18	19	20	21
Comments from teachers/careers advisers	Very useful	578 26.5%	272 24.5%	306 28.7%	123 28.2%	144 34.0%	105 24.5%	103 23.1%	103 23.2%
	Fairly useful	1038 47.7%	545 49.0%	493 46.3%	196 45.1%	206 48.7%	235 55.0%	207 46.3%	194 43.7%
	Not very useful	348 16.0%	184 16.6%	164 15.4%	71 16.3%	39 9.3%	58 13.6%	83 18.6%	96 21.7%
	Not at all useful	139 6.4%	64 5.8%	75 7.0%	26 6.0%	24 5.8%	16 3.8%	34 7.5%	38 8.6%
	I don't know	73 3.4%	46 4.2%	27 2.5%	19 4.3%	9 2.2%	13 3.0%	20 4.5%	12 2.7%
Things written in school reports	Very useful	394 18.1%	180 16.2%	214 20.1%	90 20.6%	85 19.9%	73 17.3%	74 16.5%	72 16.2%
	Fairly useful	929 42.7%	484 43.6%	444 41.7%	193 44.3%	174 40.8%	200 47.1%	187 41.7%	176 39.5%
	Not very useful	560 25.7%	297 26.8%	263 24.7%	106 24.4%	98 23.0%	111 26.1%	119 26.5%	127 28.5%
	Not at all useful	234 10.7%	110 9.9%	124 11.6%	38 8.7%	56 13.2%	29 6.8%	53 11.8%	58 13.0%
	I don't know	61 2.8%	39 3.5%	22 2.1%	9 2.1%	13 3.0%	11 2.7%	16 3.5%	12 2.7%

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AGES 17 – 21

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Gender			Age				
		Total	Male	Female	17	18	19	20	21
Online tests	Very useful	177	101	76	30	43	29	36	39
		8.1%	9.1%	7.1%	6.8%	10.2%	6.9%	8.0%	8.8%
	Fairly useful	658	340	318	115	133	160	121	129
		30.2%	30.6%	29.8%	26.5%	31.2%	37.6%	26.9%	29.1%
	Not very useful	819	416	403	185	139	154	171	170
	37.6%	37.4%	37.7%	42.6%	32.6%	36.1%	38.2%	38.2%	
	Not at all useful	340	179	161	71	80	48	73	67
		15.6%	16.1%	15.1%	16.4%	18.8%	11.3%	16.4%	15.1%
	I don't know	185	75	109	33	31	35	47	39
		8.5%	6.8%	10.2%	7.6%	7.2%	8.1%	10.5%	8.8%
Exam and other tests	Very useful	564	278	286	125	129	117	98	96
		25.9%	25.0%	26.9%	28.6%	30.5%	27.4%	21.9%	21.5%
	Fairly useful	1010	529	482	198	181	215	206	210
		46.5%	47.6%	45.3%	45.6%	42.8%	50.3%	46.2%	47.3%
	Not very useful	389	186	203	61	72	61	101	95
	17.9%	16.8%	19.1%	13.9%	17.0%	14.3%	22.5%	21.5%	
	Not at all useful	153	84	69	41	32	22	26	31
		7.0%	7.6%	6.5%	9.4%	7.6%	5.1%	5.9%	7.1%
	I don't know	59	34	25	10	9	13	16	12
		2.7%	3.1%	2.3%	2.4%	2.0%	3.0%	3.5%	2.6%

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Region									
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands
Comments from family	Very useful	72 24.8%	92 31.0%	39 22.3%	32 28.7%	54 35.1%	49 25.8%	46 23.7%	66 25.5%	26 26.1%	56 27.6%
	Fairly useful	149 51.4%	148 50.0%	104 59.3%	58 52.5%	66 42.8%	91 47.2%	100 51.2%	145 56.1%	49 49.8%	112 55.1%
	Not very useful	56 19.3%	36 12.0%	25 14.3%	15 13.5%	27 17.4%	23 11.9%	32 16.4%	29 11.4%	17 17.2%	27 13.2%
	Not at all useful	5 1.8%	13 4.4%	2 1.4%	2 2.2%	4 2.5%	14 7.1%	11 5.5%	7 2.6%	3 3.1%	7 3.5%
	I don't know	8 2.7%	8 2.6%	5 2.7%	3 3.0%	3 2.2%	15 7.9%	6 3.1%	11 4.4%	4 3.8%	1 .7%
Comments from friends	Very useful	62 21.3%	73 25.1%	33 19.1%	19 17.5%	39 24.7%	47 24.5%	37 19.0%	67 25.9%	30 30.4%	44 21.6%
	Fairly useful	156 53.7%	163 55.8%	98 56.3%	68 61.3%	88 55.7%	99 51.4%	101 51.6%	121 47.1%	43 43.6%	123 60.5%
	Not very useful	55 18.9%	50 17.3%	37 21.1%	20 18.1%	22 13.8%	26 13.7%	48 24.4%	42 16.2%	18 17.7%	26 12.7%
	Not at all useful	11 3.7%	3 1.1%	0 .0%	2 2.2%	6 3.6%	11 5.7%	4 1.8%	16 6.0%	5 5.3%	8 4.1%
	I don't know	7 2.3%	2 .7%	6 3.6%	1 .9%	3 2.1%	9 4.7%	6 3.1%	12 4.8%	3 2.9%	2 1.0%

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Region									
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands
Comments from teachers/careers advisers	Very useful	68 23.5%	87 29.3%	37 21.2%	33 29.5%	55 35.2%	50 25.9%	41 21.2%	64 24.9%	29 29.4%	66 32.3%
	Fairly useful	142 49.0%	142 48.1%	90 51.3%	57 51.2%	71 45.3%	80 41.7%	99 51.2%	126 49.0%	37 37.6%	103 50.3%
	Not very useful	59 20.3%	46 15.4%	32 18.6%	17 15.3%	20 13.0%	26 13.7%	29 15.3%	29 11.3%	20 19.7%	22 11.0%
	Not at all useful	12 4.0%	13 4.3%	12 7.0%	4 4.0%	4 2.4%	16 8.6%	17 9.0%	24 9.4%	10 10.4%	12 5.9%
	I don't know	9 3.1%	8 2.8%	3 2.0%	0 .0%	6 4.1%	19 10.1%	6 3.3%	14 5.3%	3 2.9%	1 .5%
Things written in school reports	Very useful	46 15.8%	59 19.9%	27 15.6%	15 13.7%	35 21.7%	32 16.8%	30 15.3%	47 18.2%	21 21.6%	40 19.6%
	Fairly useful	136 46.9%	137 46.7%	72 41.1%	41 36.6%	68 42.5%	72 37.8%	88 45.2%	108 41.9%	45 45.0%	88 43.3%
	Not very useful	74 25.5%	62 21.1%	54 30.6%	41 37.2%	42 26.4%	55 28.9%	43 21.9%	59 22.8%	22 22.3%	56 27.6%
	Not at all useful	29 9.9%	30 10.2%	18 10.3%	12 10.8%	11 6.9%	21 10.7%	29 14.8%	29 11.3%	8 8.2%	18 9.0%
	I don't know	5 1.9%	6 2.2%	4 2.4%	2 1.8%	4 2.5%	11 5.8%	5 2.8%	15 5.8%	3 2.9%	1 .5%

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Region									
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands
Online tests	Very useful	19 6.4%	24 8.0%	8 4.5%	2 2.0%	17 10.5%	19 10.0%	16 8.3%	24 9.3%	5 5.3%	17 8.5%
	Fairly useful	85 29.2%	94 31.8%	51 29.0%	41 37.1%	58 36.5%	53 27.9%	41 21.3%	82 31.8%	27 27.1%	73 35.8%
	Not very useful	111 38.0%	119 40.3%	72 41.4%	41 37.3%	50 31.7%	67 34.9%	85 43.9%	81 31.4%	38 38.7%	73 35.8%
	Not at all useful	52 17.8%	37 12.5%	34 19.2%	21 19.0%	16 9.9%	28 14.7%	30 15.2%	44 16.9%	23 23.4%	27 13.1%
	I don't know	25 8.6%	22 7.5%	10 5.9%	5 4.5%	18 11.4%	24 12.4%	22 11.4%	27 10.6%	6 5.6%	14 6.8%
Exam and other tests	Very useful	65 22.5%	76 25.9%	37 21.0%	36 32.1%	56 35.5%	35 18.4%	49 25.1%	76 29.7%	20 20.6%	46 22.8%
	Fairly useful	144 49.7%	125 42.5%	84 48.2%	53 47.4%	68 42.9%	89 46.3%	88 45.4%	119 46.4%	48 48.1%	105 51.7%
	Not very useful	49 17.0%	64 21.7%	35 19.9%	16 14.5%	23 14.3%	41 21.4%	40 20.8%	32 12.3%	23 23.6%	35 17.1%
	Not at all useful	26 8.9%	21 7.0%	16 8.9%	7 6.0%	7 4.6%	16 8.6%	12 5.9%	16 6.1%	5 4.8%	16 7.8%
	I don't know	6 2.0%	8 2.8%	3 2.0%	0 .0%	4 2.6%	10 5.3%	5 2.8%	14 5.5%	3 2.9%	1 .6%

BISS LANCASTER: ARMY RECRUITMENT POLL

AGES 17 – 21

Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Region		SEG			Ethnicity	
		Scotland	AB	C1	C2	DE	White	Non-white
Comments from family	Very useful	60	127	187	117	161	508	84
		29.8%	29.1%	29.8%	28.1%	23.2%	26.5%	32.4%
	Fairly useful	95	245	309	214	348	993	124
		47.0%	56.2%	49.1%	51.5%	50.2%	51.9%	47.4%
	Not very useful	29	45	95	45	130	283	33
	14.3%	10.4%	15.1%	10.8%	18.7%	14.8%	12.5%	
	Not at all useful	15	13	19	24	27	69	15
		7.5%	3.0%	3.1%	5.7%	3.9%	3.6%	5.6%
	I don't know	3	6	18	16	28	62	6
		1.3%	1.3%	2.9%	3.8%	4.0%	3.2%	2.1%
Comments from friends	Very useful	52	99	149	108	148	429	75
		25.9%	22.8%	23.6%	26.0%	21.3%	22.4%	28.6%
	Fairly useful	109	248	339	213	369	1036	133
		54.3%	57.1%	53.9%	51.3%	53.2%	54.2%	50.9%
	Not very useful	31	69	104	65	136	336	38
	15.4%	15.8%	16.6%	15.7%	19.6%	17.6%	14.7%	
	Not at all useful	5	12	20	15	23	60	11
		2.4%	2.8%	3.2%	3.5%	3.3%	3.1%	4.1%
	I don't know	4	6	17	15	18	51	5
		2.0%	1.4%	2.7%	3.5%	2.6%	2.7%	1.8%

BISS LANCASTER: ARMY RECRUITMENT POLL AGES 17 – 21

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Region		SEG			Ethnicity	
		Scotland	AB	C1	C2	DE	White	Non-white
Comments from teachers/careers advisers	Very useful	48 23.7%	124 28.5%	161 25.5%	129 31.2%	164 23.5%	505 26.3%	73 28.1%
	Fairly useful	91 45.1%	211 48.5%	326 51.7%	168 40.4%	333 47.9%	898 46.9%	140 53.7%
	Not very useful	47 23.2%	74 17.0%	94 14.9%	64 15.5%	116 16.6%	319 16.6%	29 11.3%
	Not at all useful	13 6.7%	22 5.1%	36 5.7%	34 8.3%	47 6.7%	124 6.5%	14 5.6%
	I don't know	3 1.3%	4 .9%	14 2.2%	19 4.6%	37 5.3%	70 3.6%	4 1.4%
Things written in school reports	Very useful	42 21.0%	72 16.5%	104 16.5%	91 21.8%	127 18.3%	332 17.3%	62 23.9%
	Fairly useful	74 36.7%	203 46.6%	295 46.7%	174 41.9%	257 37.0%	813 42.4%	115 44.4%
	Not very useful	52 26.0%	114 26.1%	153 24.3%	94 22.6%	199 28.7%	508 26.5%	52 20.1%
	Not at all useful	30 14.7%	41 9.3%	68 10.8%	39 9.5%	86 12.4%	209 10.9%	25 9.6%
	I don't know	3 1.5%	7 1.5%	11 1.8%	17 4.2%	25 3.6%	56 2.9%	5 1.9%

BISS LANCASTER: ARMY RECRUITMENT POLL AGES 17 – 21

Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Region		SEG			Ethnicity	
		Scotland	AB	C1	C2	DE	White	Non-white
Online tests	Very useful	27 13.3%	34 7.8%	57 9.0%	41 9.9%	46 6.5%	137 7.1%	40 15.4%
	Fairly useful	53 26.2%	129 29.6%	189 29.9%	125 30.0%	216 31.0%	563 29.3%	96 36.6%
	Not very useful	81 40.1%	185 42.4%	227 36.0%	159 38.3%	249 35.6%	753 39.2%	67 25.5%
	Not at all useful	30 14.8%	68 15.5%	102 16.2%	48 11.5%	122 17.5%	299 15.6%	41 15.8%
	I don't know	11 5.7%	20 4.7%	56 8.9%	43 10.3%	65 9.3%	167 8.7%	17 6.7%
Exam and other tests	Very useful	67 33.1%	132 30.3%	156 24.9%	109 26.2%	167 24.0%	488 25.5%	75 28.8%
	Fairly useful	87 43.3%	206 47.3%	307 48.8%	190 45.8%	307 44.2%	882 46.1%	128 49.0%
	Not very useful	31 15.6%	67 15.3%	115 18.3%	62 14.8%	146 21.1%	353 18.5%	36 13.8%
	Not at all useful	12 6.2%	28 6.4%	39 6.2%	38 9.2%	48 6.9%	134 7.0%	19 7.3%
	I don't know	4 1.8%	3 .8%	12 1.9%	17 4.0%	27 3.9%	56 2.9%	3 1.2%

BISS LANCASTER: ARMY RECRUITMENT POLL AGES 17 – 21

Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Employment Status				Optimism about future working life		
		Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
Comments from family	Very useful	259 27.1%	288 26.9%	32 28.7%	14 32.8%	514 30.0%	50 18.9%	27 14.0%
	Fairly useful	472 49.5%	568 53.2%	59 53.1%	17 41.2%	887 51.8%	135 50.8%	95 48.4%
	Not very useful	148 15.5%	145 13.6%	15 13.6%	8 19.2%	232 13.5%	55 20.7%	29 14.5%
	Not at all useful	34 3.6%	45 4.2%	3 3.0%	1 1.9%	58 3.4%	18 6.6%	8 4.0%
	I don't know	42 4.4%	22 2.0%	2 1.7%	2 4.9%	22 1.3%	8 2.9%	37 19.1%
Comments from friends	Very useful	231 24.2%	231 21.7%	28 25.5%	13 31.1%	422 24.6%	46 17.4%	36 18.7%
	Fairly useful	484 50.8%	608 57.0%	63 56.6%	14 33.7%	950 55.3%	134 50.5%	85 44.5%
	Not very useful	161 16.8%	187 17.5%	16 14.1%	11 27.0%	279 16.2%	67 25.3%	28 14.7%
	Not at all useful	42 4.4%	25 2.3%	2 2.1%	1 2.2%	42 2.4%	15 5.6%	14 7.3%
	I don't know	35 3.7%	16 1.5%	2 1.7%	2 6.0%	24 1.4%	3 1.1%	28 14.7%

BISS LANCASTER: ARMY RECRUITMENT POLL AGES 17 – 21

Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Employment Status				Optimism about future working life		
		Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
Comments from teachers/careers advisers	Very useful	216 22.6%	325 30.5%	29 26.4%	7 16.5%	512 29.9%	40 15.0%	26 13.1%
	Fairly useful	430 44.9%	539 50.6%	50 45.2%	18 44.1%	826 48.2%	120 45.2%	92 47.1%
	Not very useful	180 18.8%	139 13.0%	21 18.8%	8 20.2%	263 15.3%	60 22.8%	25 12.7%
	Not at all useful	89 9.3%	39 3.6%	9 7.8%	3 7.0%	82 4.8%	41 15.5%	16 8.2%
	I don't know	43 4.5%	24 2.2%	2 1.8%	5 12.2%	32 1.9%	4 1.5%	37 18.9%
Things written in school reports	Very useful	157 16.4%	213 19.9%	20 17.7%	4 9.7%	332 19.3%	28 10.5%	34 17.3%
	Fairly useful	384 40.0%	492 46.1%	40 36.4%	13 31.9%	767 44.6%	102 38.8%	59 30.3%
	Not very useful	259 27.1%	251 23.5%	35 31.9%	15 35.3%	422 24.5%	89 33.6%	50 25.6%
	Not at all useful	118 12.3%	98 9.2%	13 11.9%	5 12.4%	176 10.2%	38 14.5%	20 10.3%
	I don't know	41 4.2%	13 1.2%	2 1.9%	4 10.7%	22 1.3%	7 2.6%	32 16.4%

BISS LANCASTER: ARMY RECRUITMENT POLL

AGES 17 – 21

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person?

		Employment Status				Optimism about future working life		
		Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
Online tests	Very useful	75 7.8%	82 7.7%	16 14.9%	4 10.0%	142 8.3%	21 7.8%	15 7.5%
	Fairly useful	302 31.4%	313 29.3%	32 28.9%	12 27.9%	547 31.8%	67 25.5%	44 22.5%
	Not very useful	362 37.8%	405 37.9%	36 32.7%	16 38.8%	641 37.3%	97 36.8%	82 41.6%
	Not at all useful	128 13.4%	189 17.7%	18 16.3%	5 11.9%	274 15.9%	50 18.8%	16 8.3%
	I don't know	92 9.6%	80 7.5%	8 7.1%	5 11.4%	116 6.7%	29 11.1%	39 20.1%
Exam and other tests	Very useful	221 23.1%	312 29.2%	24 21.8%	7 17.2%	499 29.1%	35 13.2%	30 15.1%
	Fairly useful	431 45.0%	514 48.2%	53 47.8%	13 31.2%	820 47.9%	107 40.3%	83 42.5%
	Not very useful	193 20.2%	164 15.3%	19 17.2%	14 33.6%	261 15.2%	87 32.7%	42 21.4%
	Not at all useful	75 7.9%	63 5.9%	12 11.0%	3 6.3%	110 6.4%	33 12.3%	10 4.9%
	I don't know	37 3.9%	15 1.4%	2 2.2%	5 11.7%	23 1.4%	4 1.5%	32 16.1%

BISS LANCASTER: ARMY RECRUITMENT POLL

AGES 17 – 21

Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person? [4 = Very useful, 1 = Not at all useful]

	Gender			Age				
	Total	Male	Female	17	18	19	20	21
Comments from family	3.05	3.03	3.07	3.04	3.02	3.11	3.09	3.01
Comments from friends	2.99	2.98	3.00	2.91	3.05	3.05	2.98	2.98
Comments from teachers/careers	2.98	2.96	2.99	3.00	3.13	3.03	2.89	2.84
Things written in school reports	2.70	2.68	2.72	2.78	2.69	2.77	2.65	2.61
Online tests	2.34	2.35	2.32	2.26	2.35	2.44	2.30	2.35
Exam and other tests	2.94	2.93	2.95	2.96	2.98	3.03	2.87	2.86

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AGES 17 – 21

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person? [4 = Very useful, 1 = Not at all useful]

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Comments from family	3.02	3.10	3.05	3.11	3.13	3.00	2.96	3.09	3.03	3.07	3.01
Comments from friends	2.95	3.06	2.98	2.95	3.04	2.99	2.91	2.98	3.02	3.01	3.06
Comments from teachers/careers	2.95	3.05	2.88	3.06	3.18	2.94	2.88	2.94	2.89	3.09	2.87
Things written in school reports	2.70	2.78	2.63	2.54	2.81	2.64	2.63	2.71	2.82	2.74	2.65
Online tests	2.26	2.38	2.20	2.23	2.54	2.38	2.26	2.38	2.15	2.43	2.40
Exam and other tests	2.87	2.90	2.83	3.06	3.12	2.79	2.92	3.05	2.87	2.90	3.05

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person? [4 = Very useful, 1 = Not at all useful]

	SEG				Ethnicity		Employment Status			
	AB	C1	C2	DE	White	Non-white	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job
Comments from family	3.13	3.09	3.06	2.97	3.05	3.09	3.05	3.05	3.09	3.10
Comments from friends	3.01	3.01	3.03	2.95	2.99	3.06	2.98	3.00	3.07	3.00
Comments from teachers/careers	3.01	2.99	2.99	2.93	2.97	3.06	2.85	3.11	2.92	2.80
Things written in school reports	2.71	2.70	2.79	2.64	2.68	2.84	2.63	2.78	2.61	2.44
Online tests	2.31	2.35	2.43	2.29	2.31	2.55	2.37	2.29	2.46	2.40
Exam and other tests	3.02	2.94	2.93	2.89	2.93	3.01	2.87	3.02	2.82	2.67

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How useful have each of the following been in giving you a sense of your own strengths and weaknesses as a person? [4 = Very useful, 1 = Not at all useful]

	Optimism about future working life		
	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
Comments from family	3.10	2.84	2.89
Comments from friends	3.04	2.81	2.88
Comments from teachers/careers	3.05	2.61	2.80
Things written in school reports	2.74	2.46	2.65
Online tests	2.35	2.25	2.37
Exam and other tests	3.01	2.55	2.81

In general, how positive or negative do you feel about how your working life will develop? [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	Gender			Age				
	Total	Male	Female	17	18	19	20	21
Very positive	425	250	175	73	92	85	80	96
	19.5%	22.5%	16.4%	16.7%	21.6%	20.0%	17.8%	21.5%
Fairly positive	1296	624	672	286	255	236	273	246
	59.4%	56.1%	62.8%	65.8%	59.7%	55.2%	60.9%	55.3%
Fairly negative	211	107	104	24	32	47	54	55
	9.7%	9.6%	9.8%	5.5%	7.4%	11.0%	12.0%	12.3%
Very negative	54	20	34	5	11	10	11	16
	2.5%	1.8%	3.2%	1.2%	2.6%	2.4%	2.5%	3.6%
I don't know	184	104	79	46	35	45	29	29
	8.4%	9.4%	7.4%	10.7%	8.1%	10.4%	6.6%	6.4%
I don't care	13	8	5	0	3	5	1	4
	.6%	.7%	.4%	.0%	.6%	1.1%	.2%	1.0%

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In general, how positive or negative do you feel about how your working life will develop? [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

Region

	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Very positive	53 18.3%	55 18.5%	37 21.0%	26 23.5%	28 17.7%	37 19.2%	36 18.2%	45 17.5%	27 27.0%	34 16.5%	48 24.1%
Fairly positive	181 62.2%	179 60.6%	111 63.2%	63 56.4%	107 67.1%	97 50.8%	122 62.3%	161 62.4%	46 46.2%	113 55.4%	116 57.9%
Fairly negative	30 10.2%	24 8.3%	12 7.1%	15 13.9%	9 5.7%	20 10.6%	17 8.8%	21 8.1%	15 14.9%	36 17.4%	12 5.7%
Very negative	5 1.8%	6 2.0%	2 1.4%	4 3.3%	4 2.6%	6 3.0%	7 3.7%	3 1.1%	4 4.1%	7 3.6%	5 2.5%
I don't know	18 6.3%	31 10.6%	13 7.4%	3 2.5%	11 6.9%	30 15.4%	12 6.0%	27 10.4%	8 7.9%	13 6.4%	18 9.1%
I don't care	4 1.4%	0 .0%	0 .0%	0 .4%	0 .0%	2 1.0%	2 1.1%	2 .6%	0 .0%	1 .6%	1 .7%

BISS LANCASTER: ARMY RECRUITMENT POLL AGES 17 – 21

Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

In general, how positive or negative do you feel about how your working life will develop? [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	SEG				Ethnicity	
	AB	C1	C2	DE	White	Non-white
Very positive	106 24.2%	119 18.8%	95 22.9%	105 15.1%	373 19.4%	52 19.9%
Fairly positive	275 63.2%	414 65.4%	252 60.6%	355 50.8%	1156 60.2%	139 53.2%
Fairly negative	29 6.6%	45 7.1%	27 6.4%	110 15.8%	175 9.1%	36 13.9%
Very negative	9 2.0%	10 1.6%	15 3.5%	20 2.9%	46 2.4%	8 2.9%
I don't know	16 3.6%	41 6.5%	25 6.1%	101 14.5%	160 8.3%	23 8.9%
I don't care	2 .4%	4 .6%	2 .5%	6 .8%	9 .5%	3 1.3%

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In general, how positive or negative do you feel about how your working life will develop? [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	Employment Status				Optimism about future working life		
	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
Very positive	209 21.7%	199 18.6%	14 12.3%	4 10.0%	425 24.7%	0 .0%	0 .0%
Fairly positive	533 55.6%	700 65.5%	41 37.0%	21 50.9%	1296 75.3%	0 .0%	0 .0%
Fairly negative	106 11.0%	68 6.4%	29 26.1%	8 19.7%	0 .0%	211 79.7%	0 .0%
Very negative	26 2.7%	15 1.4%	11 9.6%	3 6.1%	0 .0%	54 20.3%	0 .0%
I don't know	80 8.4%	82 7.7%	16 14.5%	5 12.0%	0 .0%	0 .0%	184 93.6%
I don't care	6 .6%	6 .5%	0 .4%	1 1.3%	0 .0%	0 .0%	13 6.4%

In general, how positive or negative do you feel about how your working life will develop? [4 = Very positive, 1 = Very negative]

	Gender		Age					
	Total	Male	Female	17	18	19	20	21
	3.05	3.10	3.00	3.10	3.10	3.05	3.01	3.02

BISS LANCASTER: ARMY RECRUITMENT POLL

AGES 17 – 21

Populus interviewed 2,182 respondents aged 17 to 21 online between 6th and 12th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region, ethnicity and employment status. For more information go to www.populus.co.uk.

In general, how positive or negative do you feel about how your working life will develop? [4 = Very positive, 1 = Very negative]

Region

London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
3.05	3.07	3.12	3.03	3.07	3.03	3.02	3.08	3.04	2.91	3.15

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AGES 17 – 21

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In general, how positive or negative do you feel about how your working life will develop? [4 = Very positive, 1 = Very negative]

SEG				Ethnicity		Employment Status			Optimism about future working life			
AB	C1	C2	DE	White	Non-white	Employed (either full-time or part-time)	In full-time education	Not employed and looking for a job	Not employed and not looking for a job	Very/Fairly Positive	Very/Fairly Negative	Don't know/Don't care
3.14	3.09	3.10	2.92	3.06	3.00	3.06	3.10	2.61	2.75	3.25	1.80	.