



**YouGov**<sup>®</sup>  
What the world thinks

**City & Guilds**



**10** Edge  
Foundation  
10 Year Anniversary

# PARENT RESEARCH 2014

**18 – 22 September 2014**

# BACKGROUND & METHODOLOGY

## BACKGROUND

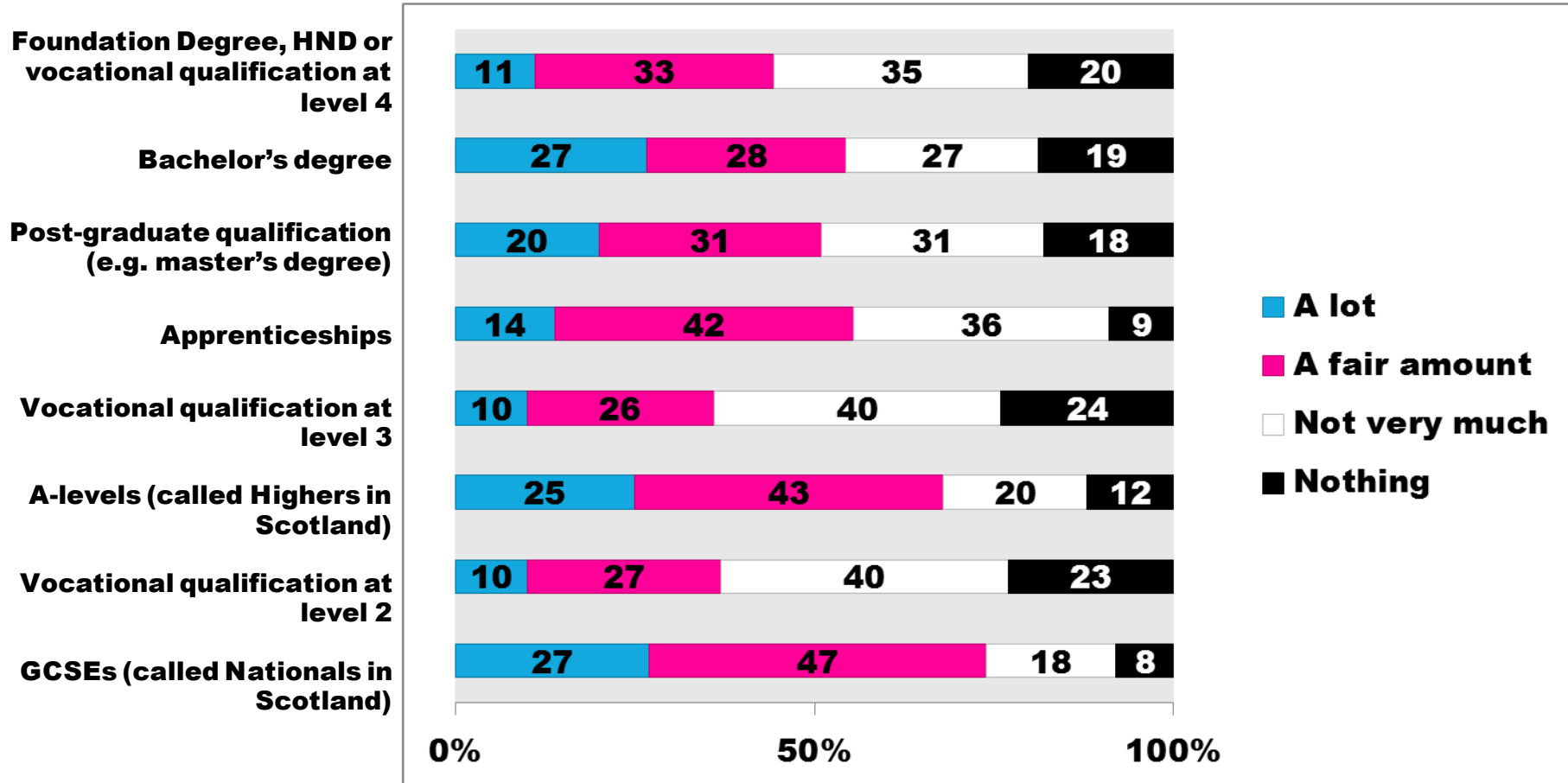
- The City & Guilds Group and the Edge Foundation spoke to parents to find out their views on the education system and their aspirations for their children.
- The research has been released ahead of The Skills Show ([www.theskillsshow.com](http://www.theskillsshow.com)) which takes place from 13-15 November 2014.
- As the UK's largest skills and careers event, The Skills Show is an opportunity for young people to meet employers and discover career opportunities.
- City & Guilds is the Lead Premier Sponsor of The Skills Show and the Edge Foundation is a Premier Sponsor.

## METHODOLOGY

- All figures, unless otherwise stated, are from YouGov Plc.
- The total sample size was 3,566 parents.
- Fieldwork was undertaken between 18 and 22 September 2014. The survey was carried out online.
- The figures have been weighted and are representative of all GB parents (aged 18+).

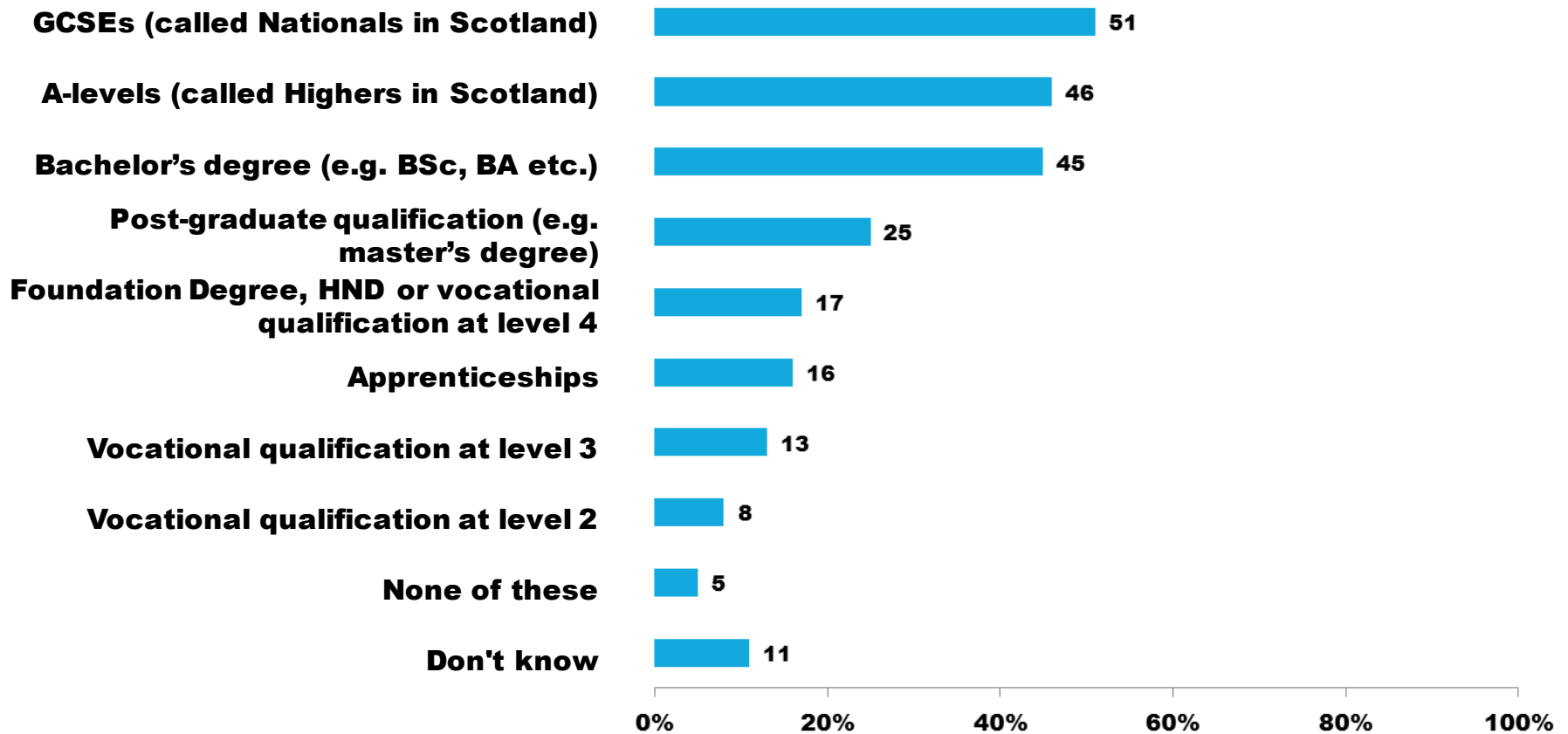
# KNOWLEDGE OF QUALIFICATIONS

How much, if anything, would you say you know about each of the following qualifications (eg how long they take to complete, what you can do with the qualification etc.) Choose one option on each row.



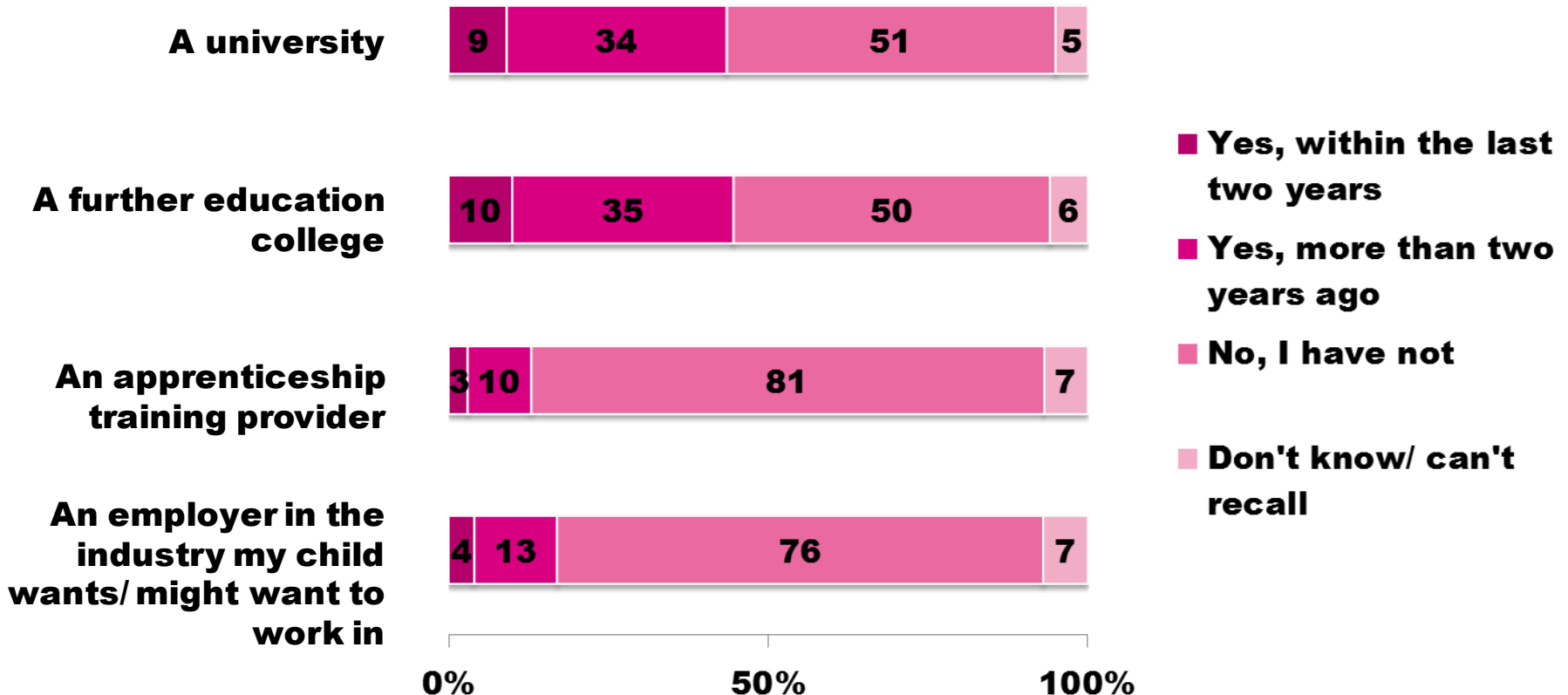
# QUALIFICATIONS YOU HOPE THEY WILL ACHIEVE

Thinking about your child(ren)...which, if any, of the following levels of qualification do you hope your child(ren) will achieve/ did you hope they would achieve? Select all that apply.



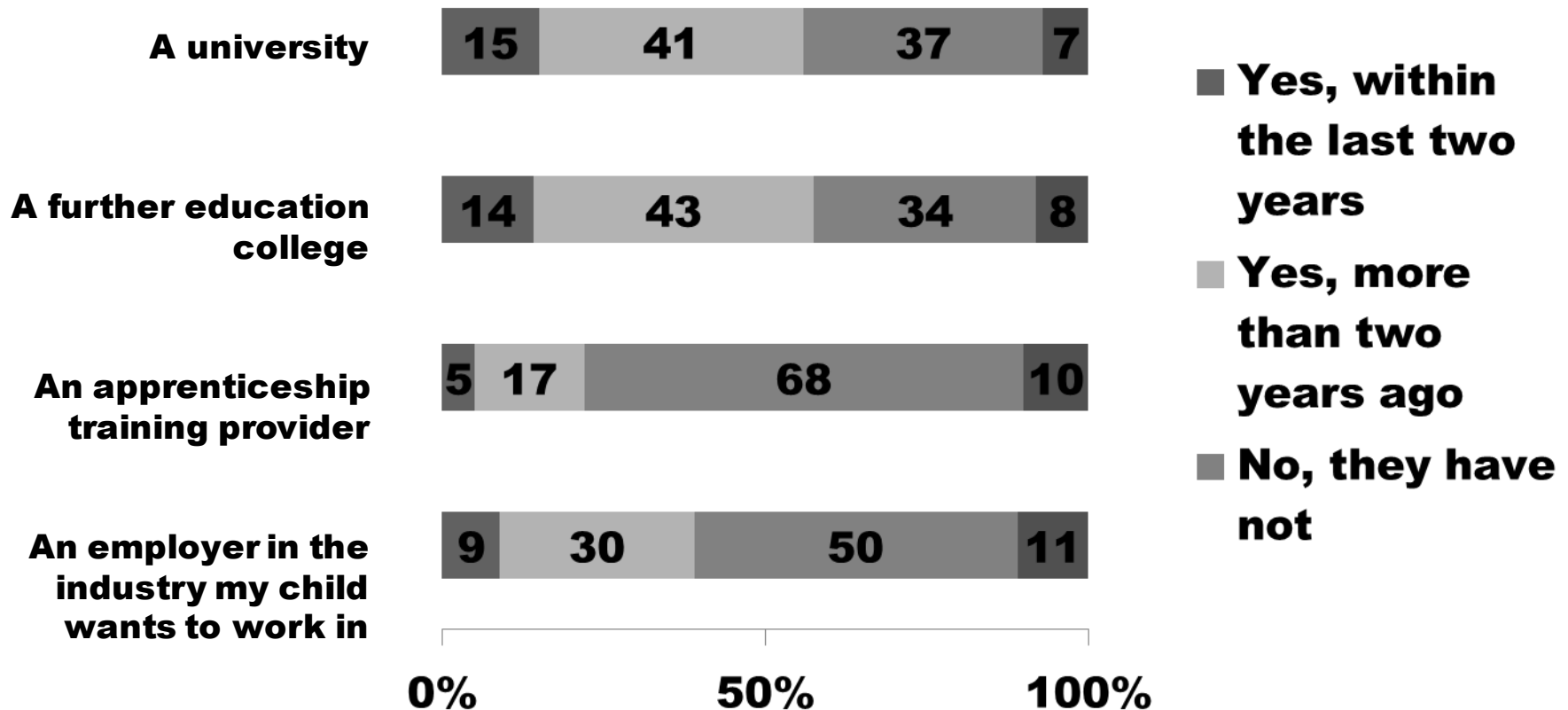
# ATTENDED/ VISITED A PLACE - PARENTS

Please indicate whether or not you have ever attended/ visited each of the following in order to find out more information for your children. This could have been with or without your children.



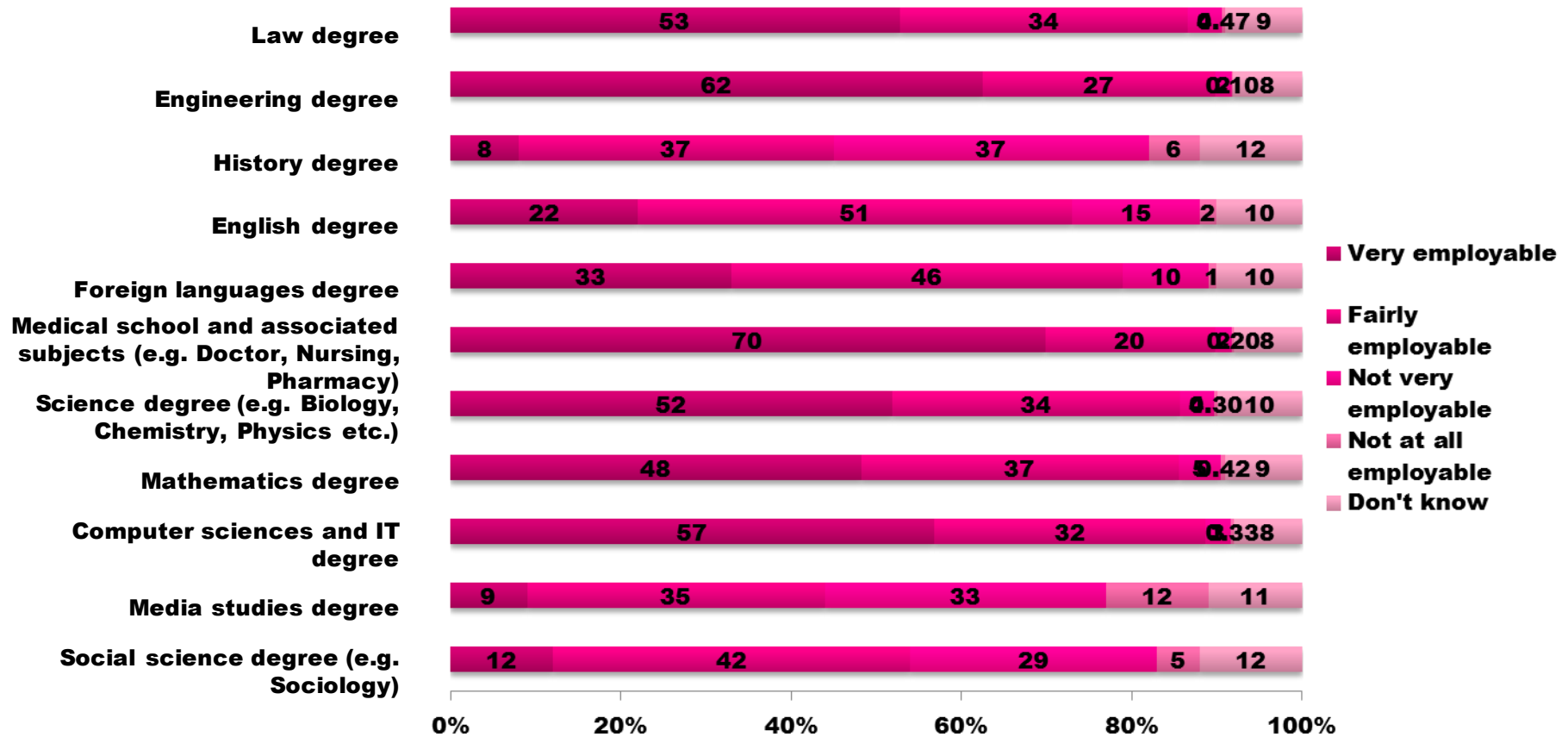
# ATTENDED/ VISITED A PLACE - CHILDREN

Please indicate whether or not your child(ren), aged 16 over has ever attended/ visited each of the following in order to find out more information. This could have been with or without you.



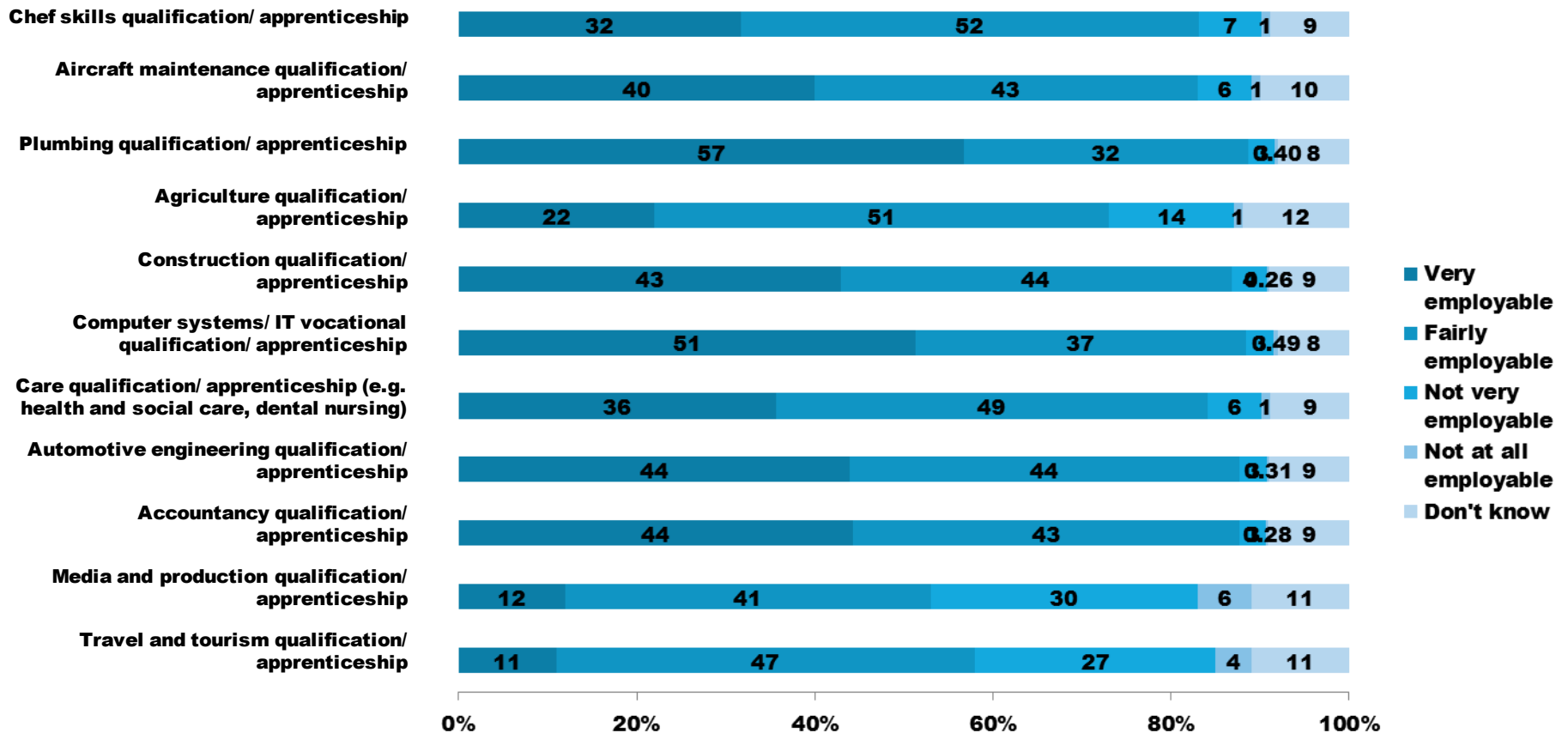
# UNIVERSITY DEGREES

In general, to what extent – if at all – do you think each of the following university degrees make a university graduate employable in the current job market?



# VOCATIONAL QUALIFICATIONS/ APPRENTICESHIPS

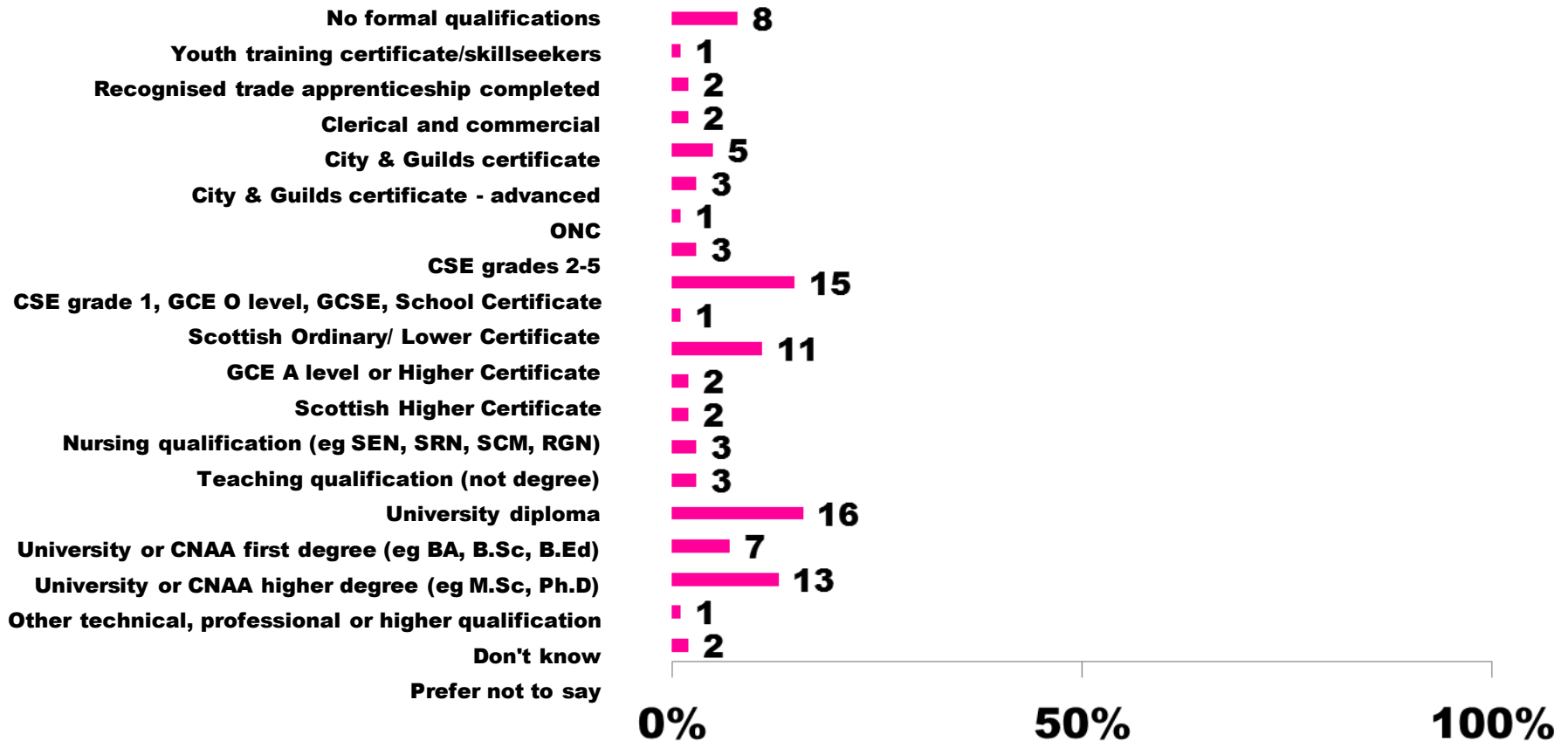
In general, to what extent – if at all – do you think each of the following vocational qualifications/ apprenticeships make a university graduate employable in the current job market?





# HIGHEST EDUCATIONAL/ WORK QUALIFICATIONS

What is the highest educational or work-related qualification you have?



THANK  
YOU

