

YOUNG PEOPLE SHOW RELUCTANCE TO PURSUE TRADE APPRENTICESHIPS

38% of young women said they would consider the industry if there were more female role models in the profession

90% of tradesmen have never received an application from a young woman

Over half of young people dismiss the industry to follow traditional academic career paths

LONDON, FEBRUARY 2014 – Young people are failing to apply for apprenticeships in trade professions due to the UK's fixation with producing a nation of university graduates, according to new research from RatedPeople.com, the UK's largest tradesmen recommendation website.

The study, released ahead of National Apprenticeship Week, has surveyed the views of 1,000 young people aged between 16 -24 and RatedPeople.com's trade professionals. The findings reveal that three-quarters of tradesmen believe the UK is undergoing a crisis in attracting young people into the trade industry, with 2 in 5 attributing this to the country's focus on securing academic qualifications.

This view is reinforced by the fact that over half (53%) of those young people surveyed admit to dismissing the trade industry in pursuit of a more academic career path. Other reasons listed include a reluctance to work evenings and weekends (16%) and the belief that the starting salary of a tradesman apprentice is perceived to be too low (19%).

According to the research, 65% of tradesmen have never taken on an apprentice, with a third stating they can't afford to hire one (32%) while nearly a fifth (18%) admit they don't know where to look to find one. However, of those tradesmen that have previously employed an apprentice, nearly 7 in ten found it to be a positive experience and would do so again.

The research also revealed that two-fifths of both young people (44%) and tradesmen (43%) are unaware of the Government's Apprenticeship Scheme and that over half of tradesmen are oblivious of the financial support they could receive. Tradesmen (77%) said they would consider the option if they received more financial support from the government.

Young women (39%) also revealed that more financial incentives would encourage them to take on an apprenticeship in a trade. When asked what would encourage them to work in the industry, 38% of young women said they would like to see more female role models in the profession, while a third said learning basic DIY and trade skills at school. The survey results also revealed that young women's dream apprenticeship was in fashion, while young men opted for a work based apprenticeship within a large corporation. Only 2.2% of young women wanted to pursue a career as a plumber, whereas that number was 3.8% for young men.

More needs to be done to encourage women and those over the traditional apprenticeship age to consider a career in the trade industry. Over 8 in 10 tradesmen state they have never received an application from an apprentice over the age of 24 while nine in 10 state they have never received an application from a young woman.

Chris Havemann, CEO of RatedPeople.com said, “We were surprised to see that there’s little awareness around the Government’s Apprenticeship Scheme and that young people are still convinced that the only career route worth going down is in academia. Attitudes need to be tackled both at schools and in homes to show the benefits of a career in a trade. Tradesmen are the backbone of the British economy and without new blood to the industry, a whole generation will lack the critical skills needed to build Britain. To show our support and to raise awareness, RatedPeople.com has developed an online match-making service, RatedApprenticeships.com, which connects tradesmen with the next generation of talent.”

- **Ends** -

NOTES TO EDITOR

Methodology

All figures, unless otherwise stated, are from OnePoll or RatedPeople.com’s own database of tradesmen. Total sample size of young people aged between 16 – 24 was 1,000. Fieldwork was undertaken in February 2014. The survey was carried out online.

About RatedPeople.com

RatedPeople.com is the UK’s largest trade recommendation service that connects homeowners with over 24,000 quality, local tradesmen nationwide.

Homeowners who are in need of a tradesman can post jobs for free on RatedPeople.com and receive quotes from up to three interested tradesmen.

Only homeowners who have found their tradesman through RatedPeople.com can leave ratings, so they are always based on genuine experiences from previous customers. These ratings, based on quality, value and reliability, allow other homeowners to confidently hire a tradesman they can trust.

To date, over 1.4 million individual households have posted 2.3 million home improvement jobs on the RatedPeople.com website. Over 380,000 ratings have been provided by homeowners, helping other homeowners to hire the right person for the job.

W: www.ratedpeople.com

About RatedApprenticeships.com

The Rated People Apprenticeship Programme is a match-making service, connecting tradesmen with apprentices. The aim is to help apprentices looking for a career in a trade to learn from established professionals.

Only tradesmen who are members of Rated People can post vacancies to which aspiring apprentices are able to apply. Apprentices can browse job vacancies by trade and location and contact the tradesmen they would like to work with. For tradesmen, the service allows them to search for apprentices who are looking for placements in their local area. Apprentices can upload a description of their ideal apprenticeship, their education and any further qualifications.

The service is completely free for tradesmen and aspiring apprentices to use.

W: www.ratedapprenticeships.com

Media contacts:

Emma Dennis // 0207 291 0230 // Emma.dennis@diffusionpr.com

Matt Clemens // 0207 291 0230 // Matt.clemens@diffusionpr.com