

YouGov Survey Results

Sample Size: 2103

Fieldwork: 24th - 28th August 2012

Total	Gender		Age							Social Grade		Region							
Base	Male	Female	16 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Before today were you aware that the hospitality industry is one of the few industries that has been growing (i.e. growth in terms of number of people employed) despite the recession in 2008 (source: People 1st)?

Unweighted Base	2103	1019	1084	76	199	132	174	163	222	1137	1207	896	486	316	197	258	526	98	170	52
Base: All UK Adults 16+	2103	1021	1082	76	190	132	163	158	215	1169	1157	946	503	336	196	261	467	103	179	59
Yes, I was	27%	28%	25%	20%	24%	15%	17%	19%	20%	32%	30%	23%	26%	29%	26%	29%	23%	22%	29%	29%
No, I wasn't	73%	72%	75%	80%	76%	85%	83%	81%	80%	68%	70%	77%	74%	71%	74%	74%	71%	77%	78%	71%

Would you ever consider working in a top UK Asian & Oriental restaurant?

Unweighted Base	2103	1019	1084	76	199	132	174	163	222	1137	1207	896	486	316	197	258	526	98	170	52
Base: All UK Adults 16+	2103	1021	1082	76	190	132	163	158	215	1169	1157	946	503	336	196	261	467	103	179	59
Yes, I would/ already do	18%	17%	19%	28%	31%	20%	19%	30%	18%	13%	17%	20%	18%	18%	16%	19%	19%	19%	19%	11%
No, I wouldn't	64%	64%	63%	54%	45%	49%	63%	45%	67%	71%	68%	59%	61%	64%	69%	66%	65%	61%	64%	53%
Don't know	18%	18%	18%	18%	24%	30%	18%	25%	15%	15%	15%	21%	21%	18%	15%	16%	16%	20%	17%	36%

You said that you would consider working in a top UK Asian and Oriental restaurant...

Which of the following are reasons why? (Please tick all that apply)

Unweighted Base	373	166	207	25	63	26	35	41	42	141	188	185	87	54	34	45	92	23	31	7
Base: All UK Adults 16+ who would consider working in a top UK Asian & Oriental restaurant	381	175	206	22	58	27	31	47	39	157	196	185	93	60	32	49	88	19	34	7
I love Asian/ Oriental food and would like to learn how to cook it and make a living out of it	35%	39%	32%	26%	33%	42%	29%	50%	45%	30%	39%	31%	35%	30%	12%	51%	45%	31%	11%	56%
I have always wanted to become a chef	5%	6%	5%	5%	5%	12%	13%	7%	2%	3%	6%	5%	5%	2%	7%	18%	2%	8%	2%	-
I have always wanted to become a waiter	0%	1%	-	-	-	-	-	1%	-	1%	1%	0%	-	-	-	-	-	8%	-	-
I have always wanted to become a restaurant manager	6%	10%	3%	13%	6%	12%	11%	5%	3%	5%	7%	6%	4%	8%	-	7%	13%	-	1%	-
I think it would be fun to work in an Asian & Oriental restaurant	36%	37%	36%	44%	39%	36%	22%	41%	32%	38%	37%	35%	31%	44%	20%	55%	33%	21%	39%	57%
I think I would get along well with the type of people who work in Asian & Oriental restaurants	21%	21%	20%	29%	14%	25%	13%	15%	18%	25%	21%	20%	13%	22%	3%	32%	25%	20%	21%	54%
I would consider an apprenticeship to gain the necessary skills and experience and get my foot in the door	13%	10%	15%	13%	13%	18%	15%	16%	7%	11%	14%	11%	6%	7%	8%	23%	15%	16%	16%	49%
I want a career change	10%	11%	9%	-	10%	11%	11%	19%	5%	10%	14%	6%	10%	9%	9%	9%	9%	23%	12%	-
I would like to do an apprenticeship to gain the necessary skills for starting my own restaurant	5%	6%	4%	3%	6%	13%	5%	3%	4%	4%	6%	4%	4%	5%	3%	9%	6%	5%	1%	-
My parents run/ own an Asian/ Oriental restaurant and I am following in their footsteps	1%	1%	2%	-	7%	-	-	-	-	0%	1%	2%	-	-	-	1%	2%	2%	5%	-
Other	27%	23%	31%	35%	23%	33%	33%	25%	36%	24%	26%	28%	34%	25%	57%	18%	22%	25%	16%	13%
Don't know	8%	7%	8%	7%	5%	4%	13%	3%	5%	10%	8%	8%	4%	9%	8%	4%	9%	17%	14%	-

Total	Gender		Age							Social Grade		Region						
	Male	Female	16 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

You said that you would not ever consider working in a top UK Asian and Oriental restaurant.

Which of the following are reasons why? (Please tick all that apply)

	Unweighted Base	1373	690	683	40	96	75	108	79	145	830	841	532	318	208	133	166	354	58	107	29
Base: All UK Adults 16+ who would not consider working in a top UK Asian & Oriental restaurant		1341	658	684	41	86	65	103	72	143	832	783	558	307	215	134	171	305	63	114	31
I haven't decided yet what I want to do		1%	1%	1%	13%	2%	-	-	1%	1%	1%	1%	1%	1%	0%	5%	-	2%	-	0%	-
I lack the confidence to apply because I don't have any relevant work experience		9%	9%	8%	14%	16%	8%	8%	2%	14%	7%	8%	9%	8%	9%	7%	9%	8%	4%	12%	9%
I lack the confidence to apply because I don't have any relevant qualifications		7%	8%	7%	4%	4%	6%	7%	10%	15%	6%	7%	8%	7%	6%	7%	7%	6%	2%	9%	20%
I don't have any relevant knowledge		30%	32%	29%	39%	36%	41%	32%	37%	31%	28%	29%	33%	26%	30%	38%	28%	31%	24%	41%	36%
I don't have any relevant skills		34%	35%	34%	37%	30%	41%	42%	42%	36%	32%	36%	32%	34%	35%	35%	38%	31%	23%	43%	22%
I don't have an Asian background and I am worried that I wouldn't fit in		16%	16%	16%	26%	34%	13%	15%	14%	19%	14%	15%	18%	15%	15%	24%	11%	17%	9%	16%	27%
I would rather work in non-Asian/ Oriental restaurants		7%	8%	6%	26%	19%	5%	2%	2%	9%	5%	5%	10%	6%	7%	10%	4%	8%	10%	4%	10%
I wouldn't want to work in a kitchen		45%	43%	48%	67%	55%	45%	51%	54%	58%	40%	47%	43%	41%	53%	39%	48%	48%	37%	44%	46%
I wouldn't want to work as a waiter		42%	41%	43%	63%	63%	50%	50%	51%	54%	35%	43%	41%	41%	40%	36%	46%	46%	42%	43%	33%
The pay for waiters and/ or chefs is too low		23%	25%	22%	32%	41%	18%	29%	21%	30%	19%	24%	22%	21%	12%	30%	29%	26%	25%	27%	17%
I wouldn't want to work as a restaurant manager		30%	27%	34%	41%	36%	38%	45%	48%	40%	24%	33%	27%	32%	28%	28%	35%	34%	27%	21%	21%
The pay for apprentices is too low		14%	16%	13%	22%	18%	22%	19%	9%	12%	13%	15%	12%	14%	8%	21%	15%	15%	15%	15%	7%
I feel I am too old to start an apprenticeship		31%	30%	31%	8%	10%	11%	22%	17%	28%	38%	31%	30%	31%	28%	30%	31%	33%	33%	29%	26%
My parents run/ own an Asian/ Oriental restaurant and I would like to do something else		0%	0%	-	-	-	-	-	-	-	0%	-	0%	-	-	1%	-	-	-	-	-
Other		25%	26%	23%	3%	10%	16%	16%	15%	13%	32%	26%	23%	25%	24%	17%	22%	30%	19%	25%	35%
Don't know		3%	2%	3%	-	3%	1%	3%	-	4%	3%	1%	4%	1%	3%	4%	2%	2%	13%	1%	-

Compared to other areas of employment...

How positive or negative a view do you have of careers/ jobs in Asian and Oriental restaurants?

	Unweighted Base	2103	1019	1084	76	199	132	174	163	222	1137	1207	896	486	316	197	258	526	98	170	52
Base: All UK Adults 16+		2103	1021	1082	76	190	132	163	158	215	1169	1157	946	503	336	196	261	467	103	179	59
Very positive		3%	3%	4%	1%	4%	7%	4%	8%	2%	3%	3%	3%	3%	4%	4%	5%	3%	1%	4%	6%
Fairly positive		14%	13%	15%	20%	19%	23%	15%	18%	11%	12%	14%	14%	14%	16%	10%	13%	15%	13%	14%	17%
Neither positive nor negative		53%	52%	53%	43%	44%	52%	47%	56%	58%	54%	53%	52%	54%	49%	53%	53%	53%	58%	52%	51%
Fairly negative		10%	10%	10%	11%	9%	5%	17%	6%	10%	11%	12%	8%	9%	8%	12%	12%	10%	11%	14%	13%
Very negative		4%	5%	3%	2%	5%	3%	3%	2%	5%	2%	4%	4%	5%	4%	3%	4%	4%	5%	3%	-
Don't know		16%	16%	16%	24%	19%	10%	15%	11%	18%	16%	13%	19%	16%	20%	18%	13%	16%	12%	13%	13%

Total	Gender		Age							Social Grade		Region							
Base	Male	Female	16 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following would help to give you a more positive view of careers/ jobs in Asian and Oriental restaurants? (Please tick all that apply)

	Unweighted Base	2103	1019	1084	76	199	132	174	163	222	1137	1207	896	486	316	197	258	526	98	170	52
Base: All UK Adults 16+	2103	1021	1082	76	190	132	163	158	215	1169	1157	946	503	336	196	261	467	103	179	59	
Having more information about salary expectations	17%	17%	16%	16%	15%	28%	22%	17%	11%	16%	18%	15%	18%	16%	12%	20%	15%	14%	22%	15%	
Having more information about working conditions	18%	15%	21%	20%	16%	21%	22%	13%	12%	19%	20%	16%	19%	18%	13%	22%	14%	17%	19%	39%	
Having work experience in an Asian and Oriental restaurant	12%	10%	13%	16%	18%	18%	8%	12%	10%	10%	11%	12%	13%	11%	7%	13%	10%	11%	14%	26%	
Watching a documentary behind the scenes of an Asian and Oriental restaurant	11%	11%	12%	12%	8%	17%	12%	10%	12%	11%	12%	11%	12%	10%	10%	13%	11%	10%	11%	22%	
Reading personal life stories of people who have made a successful career in this industry	9%	8%	10%	13%	16%	13%	10%	8%	8%	7%	11%	7%	8%	7%	10%	11%	9%	8%	8%	19%	
Meeting and talking to staff working in Asian and Oriental restaurants	15%	14%	16%	12%	18%	18%	14%	13%	13%	15%	16%	13%	13%	18%	12%	18%	13%	9%	17%	23%	
If there were better paid jobs in Asian and Oriental cuisine	16%	16%	16%	19%	20%	20%	23%	13%	15%	14%	17%	15%	19%	13%	16%	20%	13%	15%	18%	13%	
If there were better prospects of climbing up the career ladder in comparison to other industries	13%	13%	14%	18%	21%	24%	17%	10%	11%	11%	14%	12%	13%	10%	18%	19%	13%	8%	13%	20%	
More positive views of the industry from my friends and family	6%	7%	5%	11%	8%	2%	8%	7%	4%	6%	7%	5%	5%	6%	6%	7%	6%	6%	7%	6%	
Hearing that there is a boom in the industry and demand for staff is increasing	11%	10%	11%	10%	12%	15%	9%	11%	8%	11%	11%	10%	11%	10%	9%	15%	9%	8%	13%	18%	
Seeing famous people cooking curries and stir-fries	4%	5%	3%	2%	6%	2%	4%	5%	5%	4%	4%	3%	6%	2%	3%	5%	3%	2%	3%	7%	
A social media competition that shows how working in Asian and Oriental restaurants is fun (e.g. a photo/video/ challenge)	2%	3%	2%	9%	5%	1%	1%	-	0%	2%	2%	2%	2%	2%	3%	2%	1%	3%	1%	4%	
Seeing people of British descent working in Asian and Oriental restaurants	17%	16%	18%	19%	22%	19%	14%	12%	17%	17%	17%	16%	15%	19%	16%	17%	17%	12%	17%	22%	
If I thought the other people working there would be fun to work with	10%	9%	10%	20%	14%	10%	9%	8%	6%	9%	10%	10%	10%	8%	9%	9%	10%	6%	11%	17%	
Other	4%	3%	4%	-	1%	0%	0%	2%	4%	5%	5%	2%	4%	4%	5%	3%	4%	1%	2%	5%	
Don't know	23%	23%	24%	30%	23%	22%	24%	28%	25%	22%	22%	26%	23%	22%	25%	21%	25%	30%	22%	22%	
Not applicable – nothing would help to give me a more positive view of careers in Asian and Oriental restaurants	28%	30%	26%	18%	17%	14%	23%	21%	29%	33%	27%	29%	29%	28%	30%	27%	30%	30%	22%	17%	

All figures, unless otherwise stated, are from YouGov Plc.