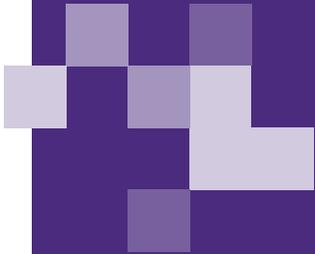




SURVEY INTO THE ATTITUDES OF YOUNG PEOPLE TOWARDS MOTORSPORTS AND CAREERS IN MOTORSPORTS

—
DECEMBER 2020





INTRODUCTION

RESEARCH BACKGROUND AND AIMS.

BACKGROUND TO THE RESEARCH:

- The Hamilton Commission has the aim of improving the representation of Black people in UK motorsport.
- The research has been commissioned to engage directly to understand young peoples' views and interests in motorsports.

OUR DEFINITION OF BLACK:

- Those who are Black African, Black Caribbean, Black British and those with mixed heritage Black African or Black Caribbean backgrounds.

THE RESEARCH AIMS TO UNDERSTAND:

- Awareness of and interest in motorsport, STEM subjects and careers – specifically engineering.
- Barriers to engagement with motorsport and STEM – specifically engineering.
- Willingness to pursue STEM motorsport engineering careers (specifically).
- Influencing factors that are most strongly associated with the career aspirations of young black people.

METHODOLOGY & SAMPLE.

METHOD: ONLINE SURVEY WITH N=2444 YOUNG PEOPLE AGED 7-19, CONDUCTED IN NOVEMBER 2020

189 respondents were from other ethnically diverse groups not classified as Black and are not reported on here.

Weighting: Nationally representative based on age, gender, region and social grade for each ethnic group.

(raw counts)	Black	white
Total	704	1551
7-11	86	420
12-16	127	807
17-19	491	324

AREAS COVERED IN QUESTIONNAIRE:



SCREENER
Demographics



OVERALL INTERESTS AND ROLE MODELS
Activities they take part in; who they look up to



FUTURE CAREER ASPIRATIONS
Jobs they want in the future and why



FUTURE CAREER ASPIRATIONS IN ENGINEERING & MOTORSPORTS
Knowledge, consideration, perceptions of engineering / motorsports careers

Key Driver & Classification Tree analysis conducted on consideration

* Where possible, questions were used from EngineeringUK Brand Monitor.

ANALYTICS

WHAT DEMOGRAPHIC VARIABLES DRIVE CONSIDERATION TO AN ENGINEERING OR MOTORSPORTS CAREER?



Gender is the predominant differentiator for whether young people will consider either a career in engineering or motorsports.



The main secondary determinant*, amongst the Black population of 12-19s, is age e.g., Black males aged 12-16.



Thus, our analysis focuses on these demographics and where we find significant differences amongst the population.

Analysis was conducted using analytical method, Classification Tree. This tool breaks down a dataset to identify the key groups for whom engineering/ motorsports does or does not represent an attractive career.

* Region was also a secondary determinant for Males when considering an engineering career and Females when considering a motorsports career. However given the low base sizes, these do not present as significant differences in the data.

THIS REPORT

WHAT WE'VE FOCUSED ON

- We have focused on telling a story, predominantly based on where there are significant differences in the data.
- The story is mainly built around Black young people, but we always present data from white young people as a comparison

DATA BASED ON LOW BASE SIZES

- Any data with a base size lower than N=50 is highlighted in red in the base description
- No significance testing is conducted on low base sizes below N=40
- At some points there are differences in social grade, and we have shown these qualitatively – commenting on counts rather than %

SIGNIFICANT DIFFERENCES

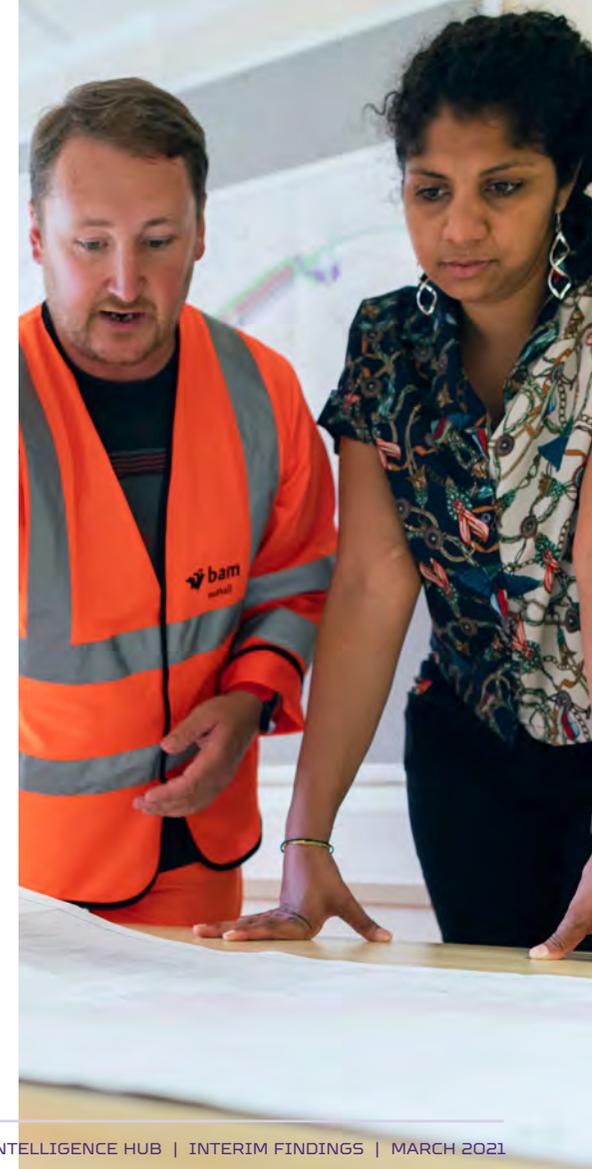
Any differences highlighted are significant at 95% confidence level. These are shown by two icons:

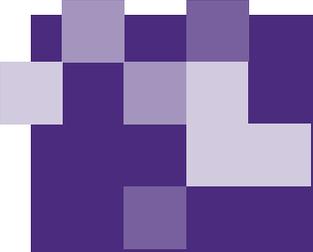


This shows a significant difference within demographic



This shows a significant difference across age

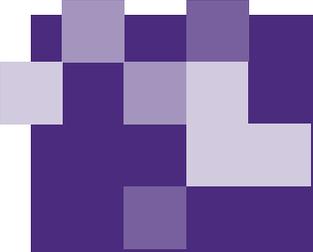




EXECUTIVE SUMMARY

KEY TAKE OUTS

- 01.** Black males and those aged 7-11 are more likely to consider roles in engineering and motorsports. In part this is driven by females less likely to believe they could work as an engineer or in motorsports, even if they wanted to.
- 02.** Younger black people think that an engineering career would be interesting, but when they turn 15/16 years old, a perception that engineering is 'not for them' takes over and impacts their likelihood to consider a career in engineering.
- 03.** The key barriers for considering a career in motorsports are a feeling that it is 'not for me' alongside a lack of knowledge and understanding. Importantly, influencers also appear to play a key role as a barrier for Black young people.
- 04.** A third, or less, of Black young people would consider a career as an engineer in motorsports, declining with age. Again, females are less likely to consider this as a career than their male counterparts.



YOUNG PEOPLE AND ENGINEER CAREERS

1. THERE IS A BROAD TREND THAT MALES ARE MORE LIKELY TO WANT TO BE AN ENGINEER AND TO SAY THEY WOULD CONSIDER IT FOR A JOB.

THIS IS ACROSS BOTH BLACK AND WHITE YOUNG MALES.

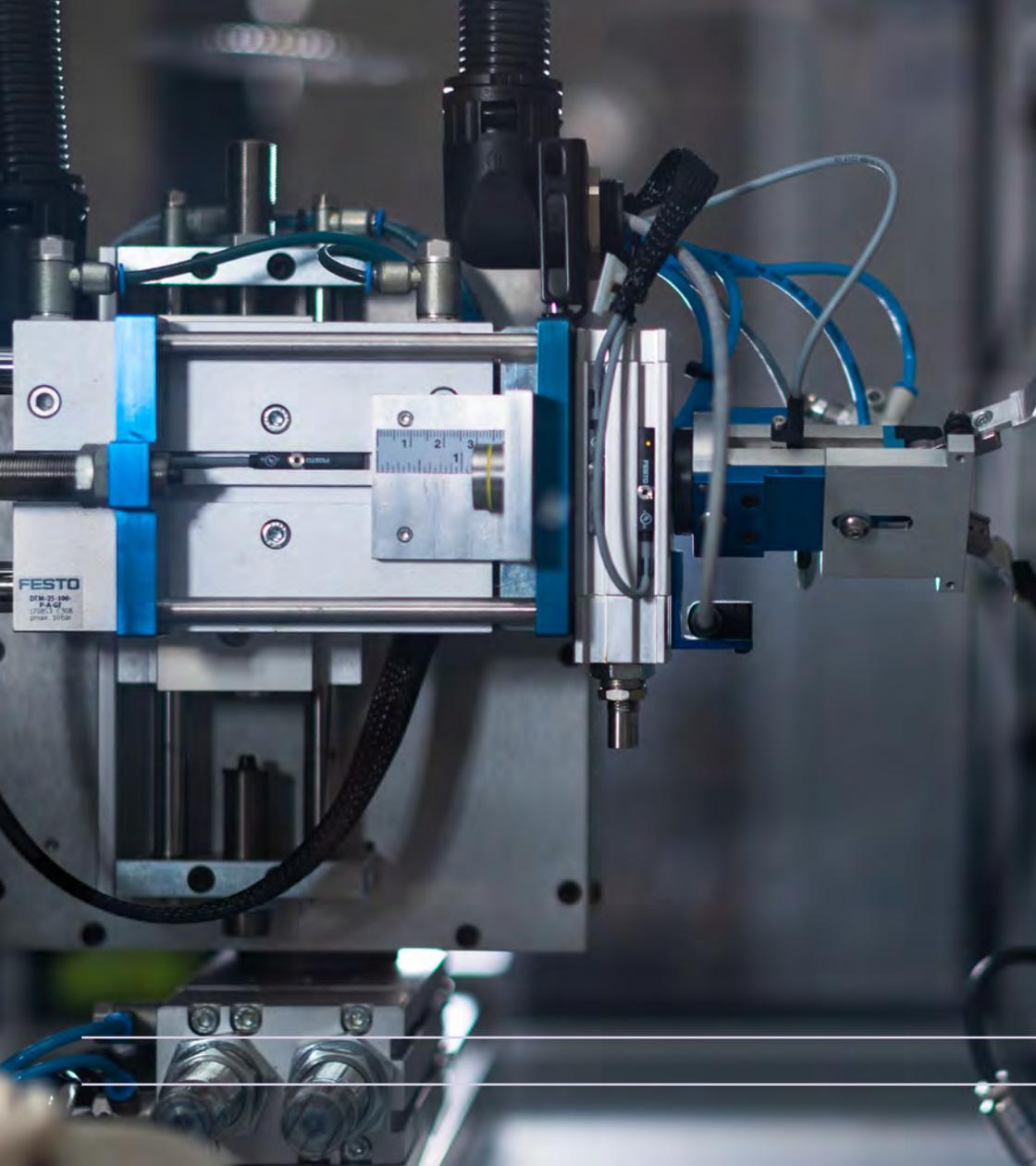
YOUNG PEOPLE STATE THEY ARE INTERESTED IN AN ENGINEERING CAREER.

JOB WOULD MOST LIKE TO DO: ENGINEER (RANKING OUT OF #28 CAREERS - PROMPTED)

Race	7-11-year-olds	12-16-year-olds	17-19-year-olds
Black	Joint 5th	1st	Joint 1st
white	Joint 6th	2nd	Joint 2nd

C1. What job would you most like to do when you finish full-time education? / What job would you most like to do when you are an adult? Base. (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19:491 / white 17-19: 324)





MALES ARE MORE LIKELY THAN FEMALES TO WANT TO BE AN ENGINEER.

JOB WOULD MOST LIKE TO DO: ENGINEER

RACE	BLACK FEMALE	BLACK MALE	WHITE FEMALE	WHITE MALE
7-11 YEAR-OLDS	0%	↑ 13%	1%	↑ 7%
12-16 YEAR-OLDS	1%	↑ 15%	3%	↑ 10%
17-19 YEAR-OLDS	6%	↑ 18%	1%	↑ 12%

C1. What job would you most like to do when you finish full-time education/are an adult? Base (Black females 7-11: 50 / Black males 7-11: 36 / white females 7-11: 198 / white males 7-11: 221 / Black females 12-16: 74 / Black males 12-16: 53 / white females 12-16: 403 / white males 12-16: 402 / Black females 17-19: 332 / Black males 17-19: 154 / white females 17-19: 214 / white males 17-19: 104) ↑ Significantly higher than female counterparts

AND MALES ARE MORE LIKELY TO EVEN JUST CONSIDER A JOB IN ENGINEERING.

Consideration does decrease amongst Black males as they get older, mirroring the general pattern across Black young people.

LIKELIHOOD TO CONSIDER A JOB IN ENGINEERING

NET: Likely



EM2. How likely, if at all, would you consider a job in the following areas? Base (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214)
49% Significantly higher than Black males 17-19
↓ Significantly lower than male counterparts.



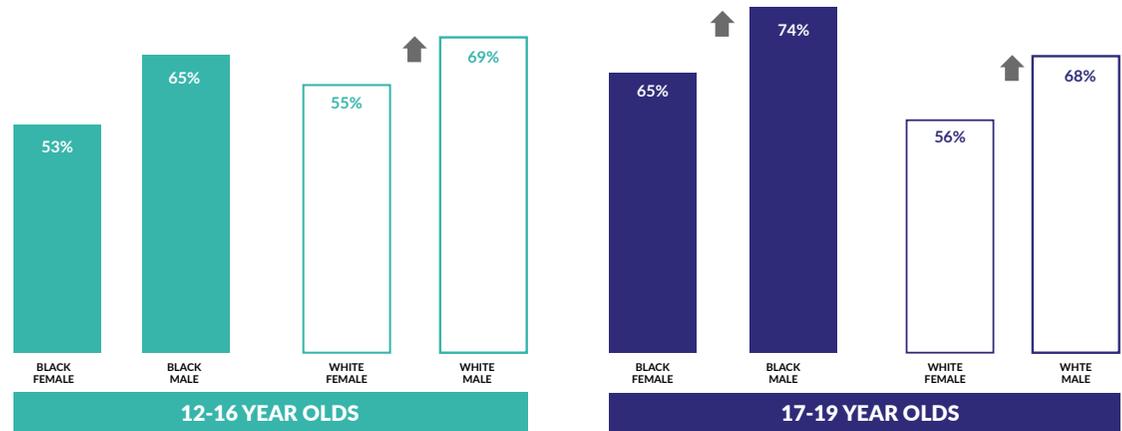
THIS COULD BE BECAUSE, GENERALLY, MALES ARE MORE LIKELY TO AGREE WITH SOME OF THE POSITIVES ABOUT AN ENGINEERING CAREER.

AN ENGINEERING CAREER WOULD BE CREATIVE

NET: Agreement

RACE	BLACK	WHITE
12-16 YEAR-OLDS	59%	62%
17-19 YEAR-OLDS	70% ↑	61%

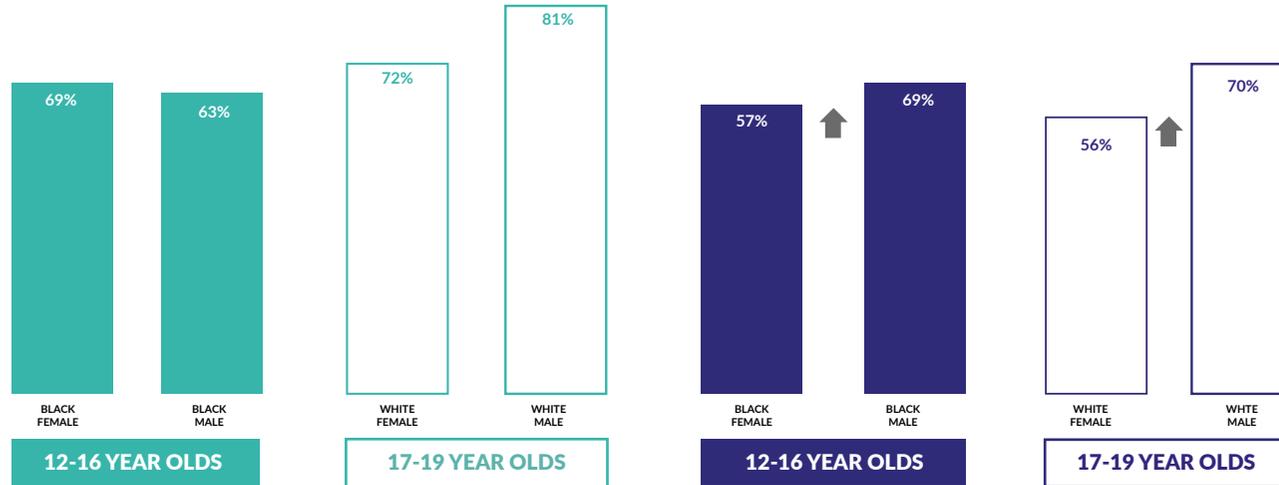
EM4 When thinking about a career in engineering how much do you agree or disagree with the following statements? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white 17=19 / □ Significantly higher than Black 12-16



Base (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214) ↑ Significantly higher than female counterparts

...THEY THINK A CAREER IN ENGINEERING WOULD HAVE A POSITIVE IMPACT ON SOCIETY, AMONGST OLDER BLACK MALES

A CAREER IN ENGINEERING WOULD HAVE A POSITIVE IMPACT ON SOCIETY NET: Agreement



EM4. When thinking about a career in engineering how much do you agree or disagree with the following statements? Base (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214) Significantly higher than Black males 12-16
 ↑ Significantly higher than white female counterpart

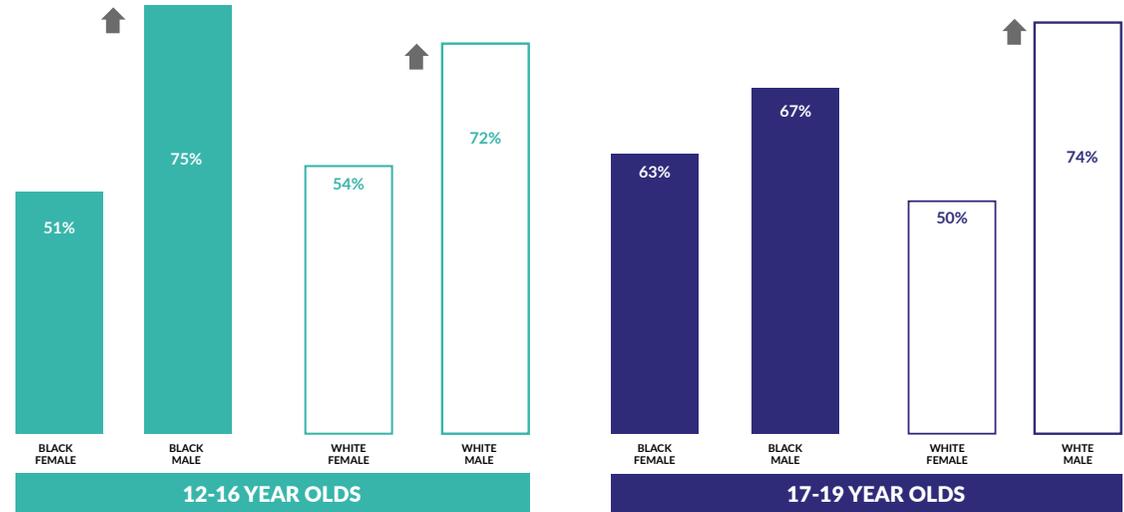


...AND THEY THINK AN ENGINEERING CAREER WOULD BE INTERESTING, ESPECIALLY YOUNGER BLACK MALES.

AN ENGINEERING CAREER WOULD BE INTERESTING

NET: Agreement

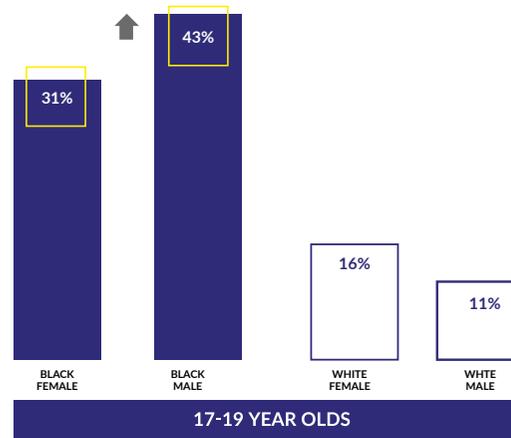
RACE	BLACK	WHITE
12-16 YEAR-OLDS	63%	63%
17-19 YEAR-OLDS	65%	59%



EM4 When thinking about a career in engineering how much do you agree or disagree with the following statements? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214) ↑ Significantly higher than white female counterpart

BUT NOTE THAT THIS IS IN THE CONTEXT THAT BLACK YOUNG PEOPLE, ESPECIALLY OLDER MALES, FEEL IT IS HARDER FOR THEM AND OTHER DIVERSE MINORITY GROUPS TO GET INTO ENGINEERING

RACE	BLACK	WHITE
12-16 YEAR-OLDS	21% ↑	5%
17-19 YEAR-OLDS	37% ↑	14%



IT'S HARDER FOR BLACK AND MINORITY ETHNIC GROUPS TO GET INTO ENGINEERING

NET: Agreement

Black C2DE 17-19 year olds are more likely to say it's harder compared with Black ABC1 17-19s

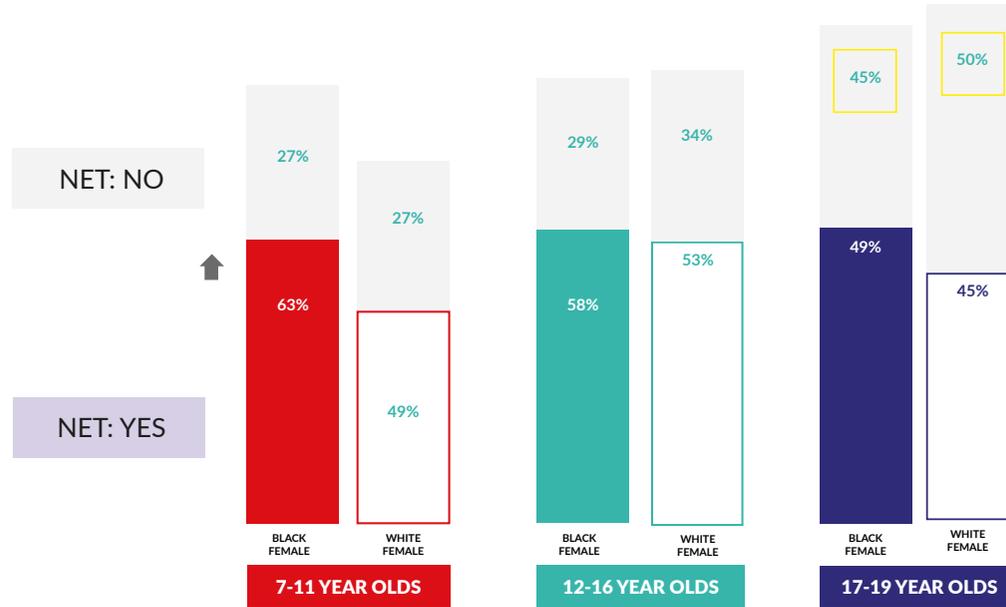
EM5. What do you think it is that could stop some young people from working in engineering? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white 12-16 & 17-19 / □ Significantly higher than Black 12-16 / white 12-16. (Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214) ↑ Significantly higher than Black female 17-19 / □ Significantly higher than white 17-19 counterpart. (Black 17-19 ABC1: 332 / Black 17-19 C2DE: 159)

2. MALES AND THOSE IN THE YOUNGER AGE BRACKETS ARE MORE LIKELY TO BELIEVE THEY COULD BE AN ENGINEER IF THEY WANTED TO BE.

LIKELY DRIVEN BY A FEELING THAT ENGINEERING IS 'FOR THEM' COMPARED WITH FEMALES AND OLDER AGE GROUPS.

BELIEF THAT THEY COULD BECOME AN ENGINEER, IF THEY WANT TO, DECLINES WITH AGE.

IF YOU WANTED TO COULD YOU BECOME AN ENGINEER?



Black 7-11s are more likely to think they could become an engineer than white 7-11s

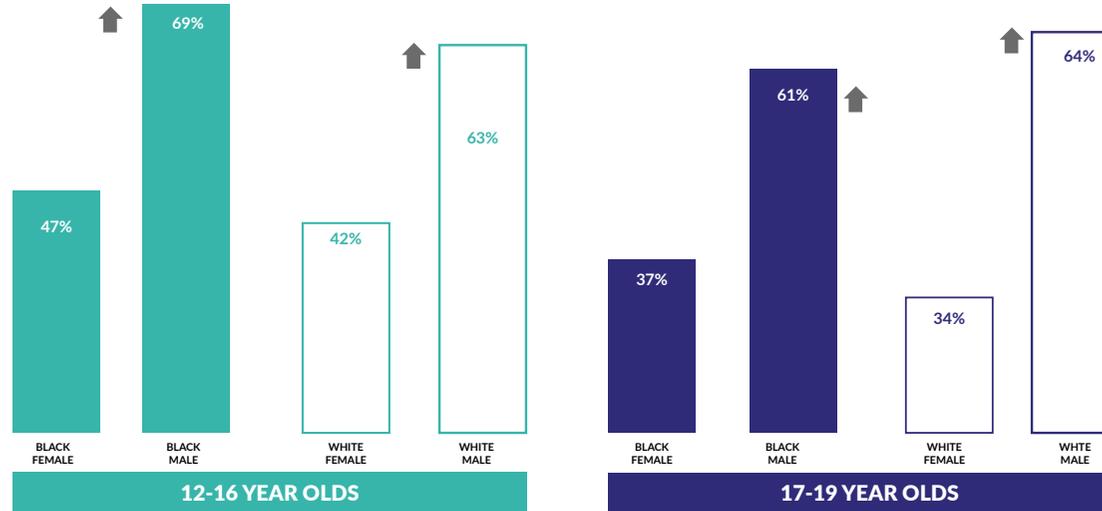
Belief in ability declines over time amongst both Black and white young people

EM3. If you wanted to do you think you could become an engineer? Base (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white 7-11/ □ Significantly higher than white 7-11 & 12-16 / Black 7-11 & 12-16

HOWEVER, BELIEF IS CONSISTENTLY HIGHER AMONGST MALES.

IF YOU WANTED TO COULD YOU BECOME AN ENGINEER?

NET: YES



EM3. If you wanted to do you think you could become an engineer? Base (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 20 104 / white females 17-19: 214) ↑ Significantly higher than female counterparts

BLACK ABC1 12-19S ARE ALSO MORE LIKELY TO BELIEVE THEY COULD BECOME AN ENGINEER IF THEY WANTED TO.

IF YOU WANTED TO COULD YOU BECOME AN ENGINEER?

NET: YES

12-16 YEAR OLDS

Black C2DE 12-16 year olds are much more likely to say they don't know enough about engineering compared to Black ABC1.

17-19 YEAR OLDS

A similar trend was seen amongst Black 17-19 year olds although it was not significant.

EM3. If you wanted to do you think you could become an engineer? Base (Black 12-16 ABC1: 94 / Black 12-16 C2DE: 33)

FEMALES, ESP. OLDER FEMALES, FEEL THAT ENGINEERING 'ISN'T FOR THEM'.

AN ENGINEERING CAREER IS NOT FOR ME NET: Agreement

RACE	BLACK	WHITE
12-16 YEAR-OLDS	35%	39%
17-19 YEAR-OLDS	54%	58%

EM4 When thinking about a career in engineering how much do you agree or disagree with the following statements? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) 54% Significantly higher than Black 12-16 / white 12-16



Base (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214) 70% Significantly higher than male counterparts 72% Significantly higher than Black female 12-16 / white female 12-16

AND WE KNOW THAT THIS PERCEPTION DRIVES BELIEF TO CONSIDER A CAREER IN ENGINEERING AMONGST OLDER BLACK YOUNG PEOPLE.

Black 12-14s are driven by more positive statements – that an engineering career would be interesting or creative. However, as Black young people get older, the perception that engineering is ‘not for me’ drives their likelihood to consider a career in engineering

RELATIVE IMPORTANCE OF EACH STATEMENT

	BLACK 12-14 YEAR OLDS	BLACK 15-16 YEAR OLDS	BLACK 17-19 YEAR OLDS
An engineering career would be interesting	34	26	19
An engineering career would be creative	26	8	1
An engineering career is not for me	13	37	54
I don't know enough about a career in engineering	10	3	14
An engineering career would be well paid	7	3	0
An engineering career would have a positive impact on society	5	2	1
An engineering career would be too technical	3	20	9
An engineering career would be too challenging	2	2	2

EM4 When thinking about a career in motorsports how much do you agree or disagree with the following statements?

Key driver analysis: Statements in green: positive / Statements in orange: negative Colour coding in table: Blue – statements are the most important drivers to consideration/ Red – statements are less important drivers to consideration

AND IT IS ALSO THE KEY DRIVER FOR WHITE YOUNG PEOPLE.

White young people, across the age groups, are most likely to be driven by the perception that engineering is 'not for me' in their likelihood to consider a career in engineering.

RELATIVE IMPORTANCE OF EACH STATEMENT

	BLACK 12-14 YEAR OLDS	BLACK 15-16 YEAR OLDS	BLACK 17-19 YEAR OLDS
An engineering career would be interesting	22	18	14
A motorsports career would be creative	7	7	6
An engineering career is not for me	41	30	32
I don't know enough about a career in engineering	12	18	23
An engineering career would be well paid	4	2	3
An engineering career would have a positive impact on society	3	7	4
An engineering career would be too technical	5	11	9
An engineering career would be too challenging	5	7	9

EM4 When thinking about a career in motorsports how much do you agree or disagree with the following statements?

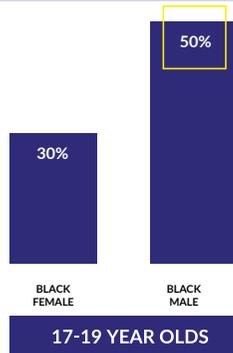
Key driver analysis: Statements in green: positive / Statements in orange: negative Colour coding in table: Blue – statements are the most important drivers to consideration/ Red - statements are less important drivers to consideration

AND IT WAS MOST MENTIONED AMONGST THOSE WHO HAD PREVIOUSLY CONSIDERED A CAREER IN ENGINEERING AS TO WHY THEY BECAME LESS INTERESTED.

WAS THERE A TIME WHEN YOU WERE INTERESTED IN ENGINEERING?

37% of those who would not consider a career in engineering, said they had been interested in it when they were younger

Y1. You said before that you were unlikely to consider a career in engineering. Thinking back to when you were younger, was there a time when you were interested in a career in engineering?
 Base unlikely to consider a career in engineering (Black males 17-19: 74 / Black females 17-19: 245) 50% Significantly higher than female counterparts



WHAT AGE WAS THAT?

7-9 YEAR-OLDS	3%
10-12 YEAR-OLDS	20%
13-14 YEAR-OLDS	30%
15-16 YEAR OLDS	32%
17-19 YEAR OLDS	11%

WHY DID YOU BECOME LESS INTERESTED IN ENGINEERING?

58%	I felt it wasn't for me
46%	I became interested in something else
43%	It looked too difficult

↓
Females more likely to agree with this than males

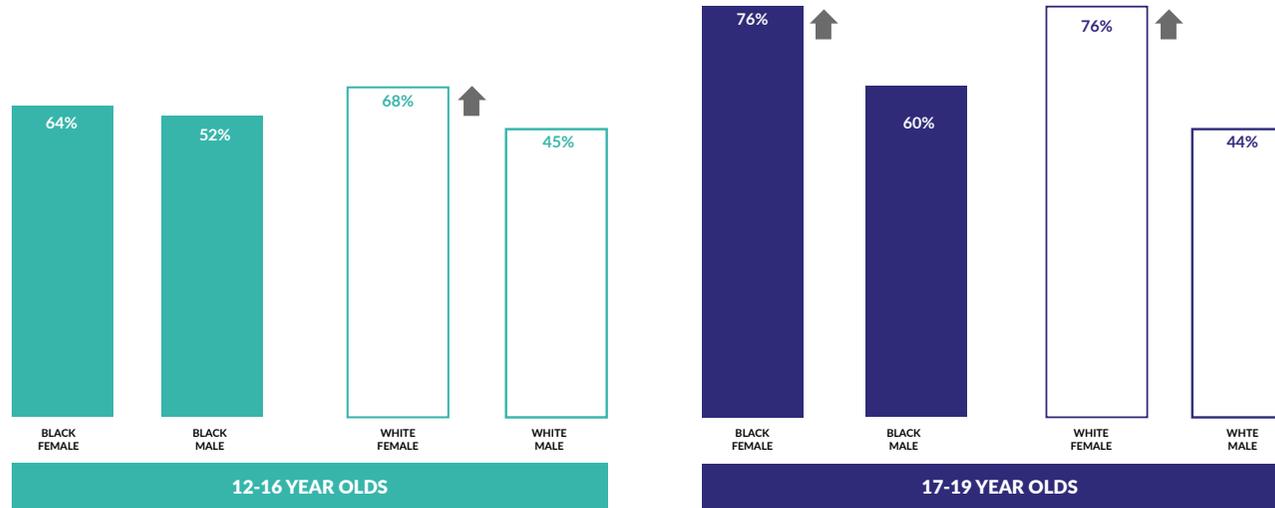
Y2. And roughly at what age did you become less interested in a career in engineering? Y3. And can you tell us what it was that made you become less interested in a career in engineering at that time? Base those who were interested in a career in engineering in the past (yes at Y1) (Black 17-19: 97)

3. FEMALES AND OLDER AGE GROUPS SHOW A RELATIVE LACK OF KNOWLEDGE ABOUT ENGINEERING CAREERS.

FEMALES ARE ALSO MORE LIKELY TO FEEL THEY DON'T KNOW ENOUGH ABOUT ENGINEERING, WHICH INCREASES WITH AGE.

I DON'T KNOW ENOUGH ABOUT ENGINEERING CAREERS

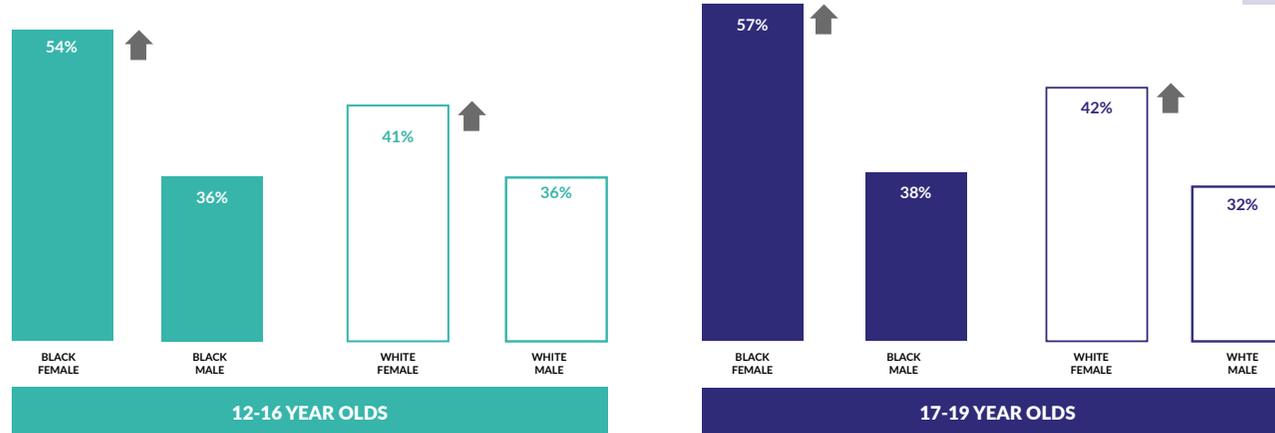
NET: Agreement



EM4. When thinking about a career in engineering how much do you agree or disagree with the following statements? Base (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214) ↑ Significantly higher than male counterparts

AND TO GENERALLY BELIEVE THAT THIS IS A REASON PEOPLE DON'T ENTER INTO ENGINEERING CAREERS.

PEOPLE DON'T KNOW ENOUGH ABOUT ENGINEERING



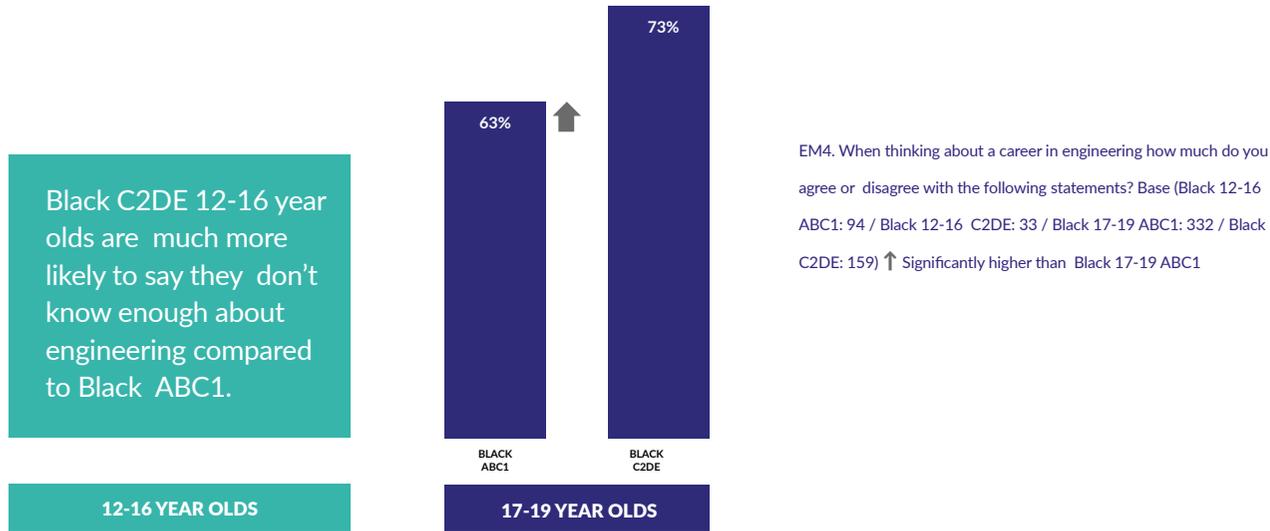
Black females were significantly more likely to agree with the statement compared with White females

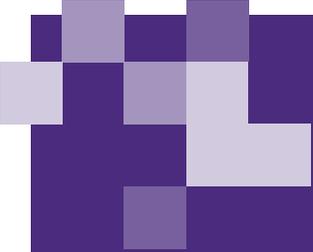
EM5. What do you think it is that could stop some young people from working in engineering? Base (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214) ↑ Significantly higher than male counterparts

BLACK C2DE 12-19S ARE ALSO MORE LIKELY TO FEEL THEY DON'T KNOW ENOUGH ABOUT ENGINEERING CAREERS

I DON'T KNOW ENOUGH ABOUT ENGINEERING CAREERS

NET: Agreement





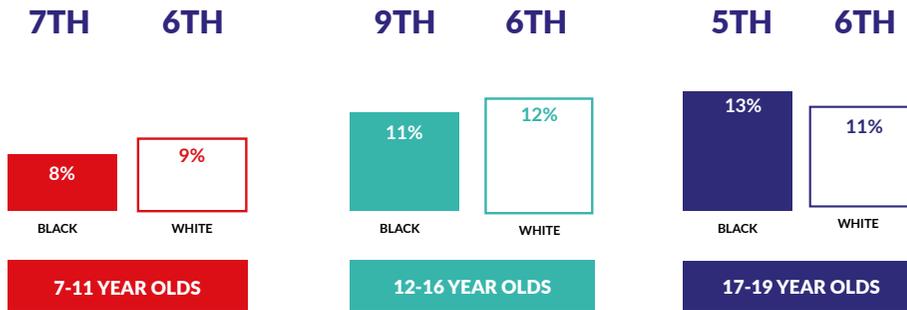
**YOUNG PEOPLE AND
MOTORSPORTS CAREERS.**

1. FEW YOUNG PEOPLE FOLLOW OR WATCH MOTORSPORTS IN THEIR FREE TIME.

BUT LEWIS HAMILTON IS AN IMPORTANT ROLE MODEL

HOWEVER, INTEREST IN MOTOR-SPORTS IS RELATIVELY CONSISTENT ACROSS AGES AND ETHNICITY, BUT AT LOW LEVELS.

WHERE MOTORSPORTS RANKS AS MOST WATCHED OR FOLLOWED



M2. Do you watch or follow any of these sports? Base (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324)



LEWIS HAMILTON RANKS HIGHLY AS SOMEONE YOUNG PEOPLE 'LOOK UP TO', ESPECIALLY AMONGST BLACK 7-16 YEAR OLDS

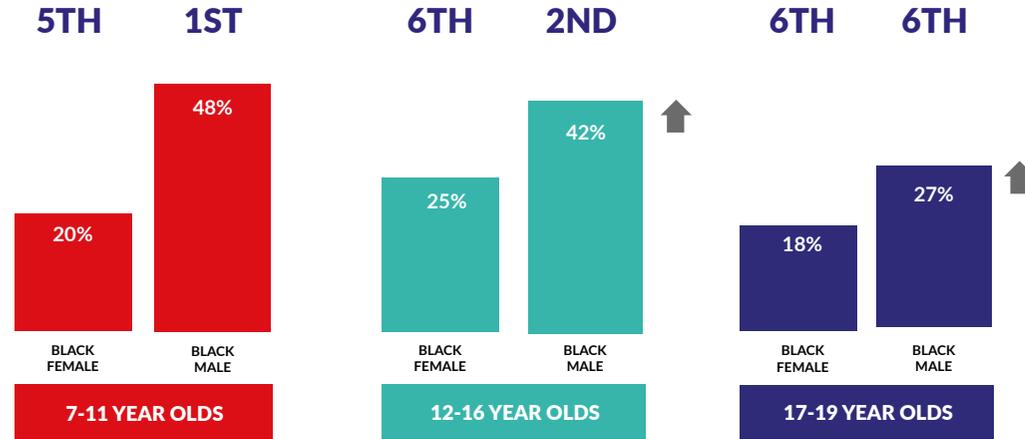
RANKING FAMOUS PEOPLE MOST LOOKED UP TO: LEWIS HAMILTON



M3. Which if any of the following famous people do you like or look up to? Base (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white counterpart. □ Significantly lower than Black 7-11/12-16/ Significantly higher than white 17-19

AND THIS IS PARTICULARLY SO FOR BLACK MALES.

RANKING FAMOUS PEOPLE MOST LOOKED UP TO: LEWIS HAMILTON



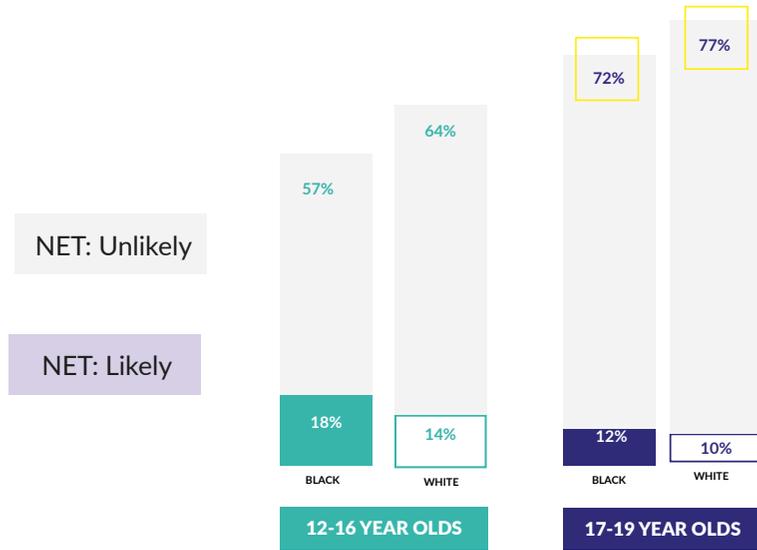
M3. Which if any of the following famous people do you like or look up to? Base (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) Significantly higher than white counterpart. ↑ Significantly lower than Black 7-11/12-16/□ Significantly higher than white 17-19.



2. YOUNGER BLACK PEOPLE AND MALES ARE MORE LIKELY TO CONSIDER A CAREER IN MOTORSPORTS AND THINK THEY COULD TO IT IF THEY WANTED TO.

THE OLDEST AGE GROUPS ARE MUCH MORE LIKELY TO BE TURNED OFF TO MOTORSPORTS AS A CAREER...

LIKELIHOOD TO CONSIDER A JOB IN MOTORSPORTS



Across both ethnic groups, the number stating they are unlikely to consider motorsports as a career increases with age

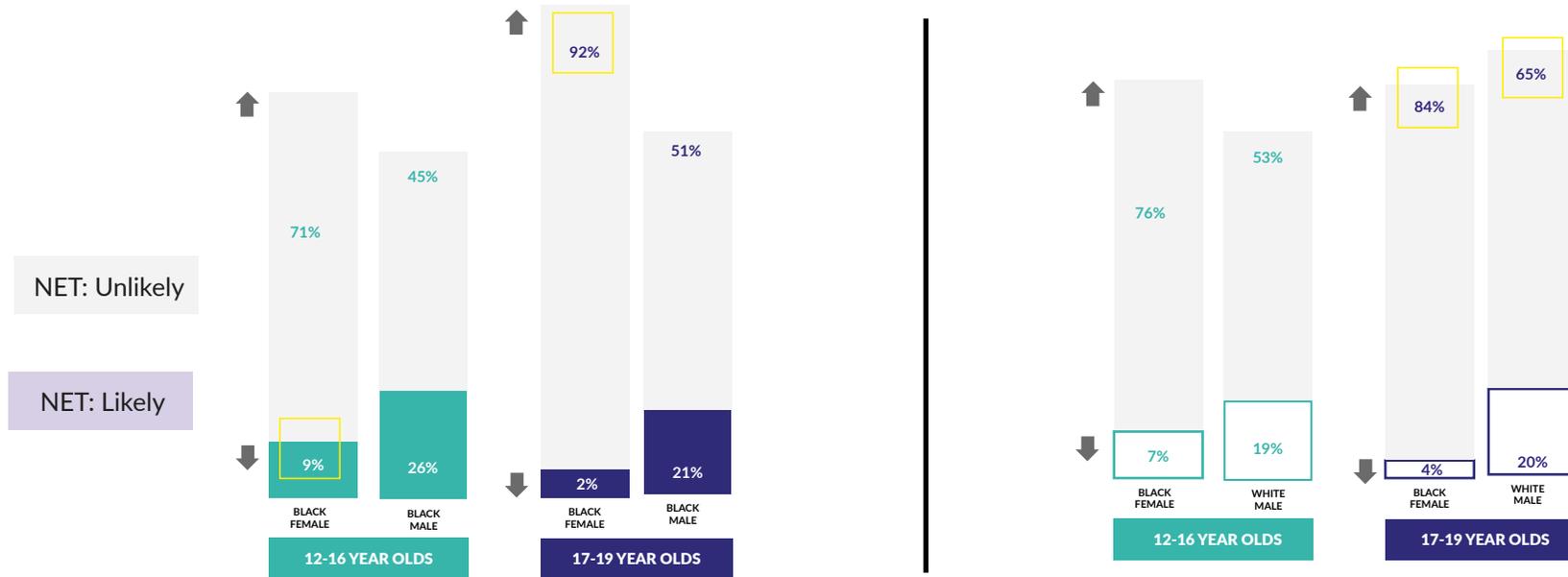
EM2. How likely if at all would you consider a job in the following areas? –Motorsports. Base (Black 12-16: 127/ white 12-16: 807 / Black 17-19: 491 / white 17-19: 324)

Significantly higher than 12-16 counterparts



...AND ACROSS AGE GROUPS, FEMALES ARE MORE LIKELY TO NOT CONSIDER A CAREER IN MOTORSPORTS

LIKELIHOOD TO CONSIDER A JOB IN MOTORSPORTS



EM2. How likely if at all would you consider a job in the following areas? –Motorsports. Base (Black females 12-16: 74 / Black males 12-16: 53 / Black female 17-19: 332 / Black male 17-19: 154 / white female 12-16: 403 / white male 12-16: 402 / white female 17-19: 214 / white male 17-19: 104) Significantly higher/lower than male counterpart within each age group. ↑↓ Significantly higher than Black female 17-19 / □ Significantly higher than Black female 12-16 / Significantly higher than white 12-16 counterparts ↓↓

WHAT DRIVES CONSIDERATION FOR A MOTORSPORTS CAREER?

Amongst Black 12–19-year-olds the perception that a career in motorsports is ‘not for me’ drives their (overall) lack of consideration for this type of career. That a motorsports career could be creative is a secondary driver for 15–16-year-olds, but as they get older, this is overridden by the feeling that they don’t know enough about it.

RELATIVE IMPORTANCE OF EACH STATEMENT

	BLACK 12-14 YEAR OLDS	BLACK 15-16 YEAR OLDS	BLACK 17-19 YEAR OLDS
A career in motorsports is not for me	43	27	30
A motorsports career would be creative	15	21	10
I don't know enough about a career in motorsports	14	17	24
A motorsports career could have a positive impact on society	10	16	12
A motorsports career would be interesting	8	4	16
A motorsports career would be well paid	6	1	2
A career in motorsports would be too technical	2	4	3
A career in motorsports would be too challenging	2	10	3

EM7 When thinking about a career in motorsports how much do you agree or disagree with the following statements?

Key driver analysis: Statements in green: positive / Statements in orange: negative Colour coding in table: Blue – statements are the most important drivers to consideration/ Red – statements are less important drivers to consideration

WHAT DRIVES CONSIDERATION FOR A MOTORSPORTS CAREER?

It is a similar picture for white 12-19s: they are driven by the perceptions that a career in motorsports is 'not for me' and that they don't know about this type of career.

RELATIVE IMPORTANCE OF EACH STATEMENT

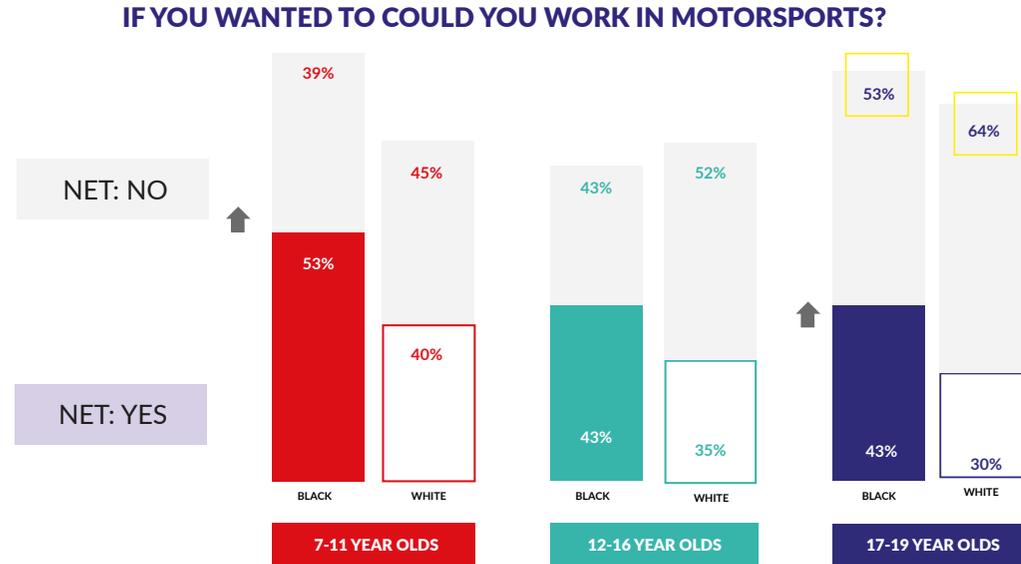
	BLACK 12-14 YEAR OLDS	BLACK 15-16 YEAR OLDS	BLACK 17-19 YEAR OLDS
A career in motorsports is not for me	29	37	30
A motorsports career would be creative	9	9	10
I don't know enough about a career in motorsports	21	20	24
A motorsports career could have a positive impact on society	17	15	12
A motorsports career would be interesting	18	14	16
A motorsports career would be well paid	1	2	2
A career in motorsports would be too technical	2	2	3
A career in motorsports would be too challenging	3	2	3

EM7 When thinking about a career in motorsports how much do you agree or disagree with the following statements?

Key driver analysis: Statements in green: positive / Statements in orange: negative Colour coding in table: Blue - statements are the most important drivers to consideration/ Red - statements are less important drivers to consideration

OLDER AGES ARE MORE LIKELY TO THINK THEY COULDN'T WORK IN MOTORSPORTS...

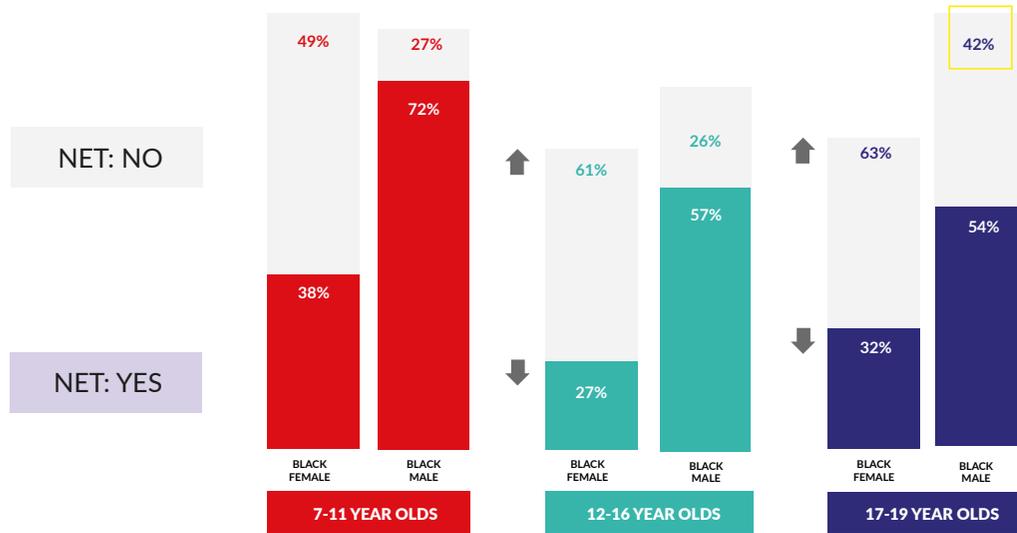
Black young people, at each age stage, were more likely to believe they could work in motorsports (vs. white counterparts). But belief does decline over time, as it also does amongst the white population



EM6. If you wanted to do you think you could work in motorsports? When talking about jobs in motorsports we mean pit stop work/pit crew, engineers, drivers, project managers, marketing & communication etc. Base (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑Significantly higher than white counterparts / □Significantly higher than 7-11 / 12-16

...AS ARE FEMALES...

IF YOU WANTED TO COULD YOU WORK IN MOTORSPORTS?



Older Black males are more likely to state they couldn't work in motorsports (vs. 12-16s).

There was a similar picture amongst white respondents (female vs. male)

EM6. If you wanted to do you think you could work in motorsports? When talking about jobs in motorsports we mean pit stop work/pit crew, engineers, drivers, project managers, marketing & communication etc. (Black males 7-11: 36 / Black female 7-11: 50 / Black males 12-16: 53 / Black female 12-16: 74 / Black males 17-19: 154 / Black females 17-19: 332) ↑↓ Significantly higher/lower than 12-16 counterpart / significantly higher 17-19 counterpart. □ Significantly higher than Black males 12-16

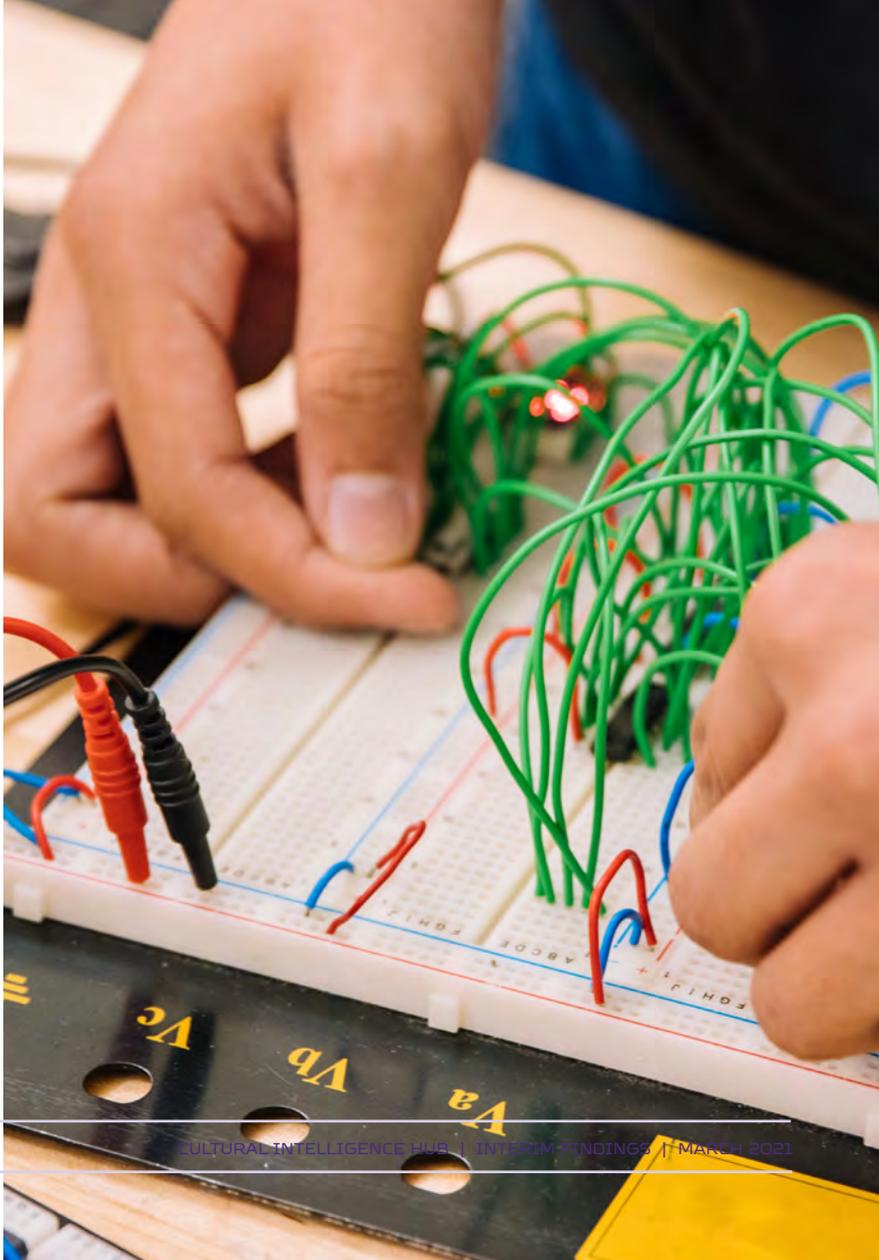
...AND BLACK C2DE 7-16 YEAR OLDS.

IF YOU WANTED TO COULD YOU WORK IN MOTORSPORTS?

COUNT OF YOUNG PEOPLE	YES	NO
7-11 YEAR-OLDS BLACK ABC1	33	20
7-11 YEAR-OLDS BLACK C2DE	15	12
12-16 YEAR-OLDS BLACK ABC1	51	35
12-16 YEAR-OLDS BLACK C2DE	9	19

There were no differences amongst 17-19 year olds.

EM6. If you wanted to do you think you could work in motorsports? When talking about jobs in motorsports we mean pit stop work/pit crew, engineers, drivers, project managers, marketing & communication etc. (Black ABC1 7-11: 57 / Black C2DE 7-11: 29 / Black ABC1 12-16: 94/ Black C2DE 12-16: 33)



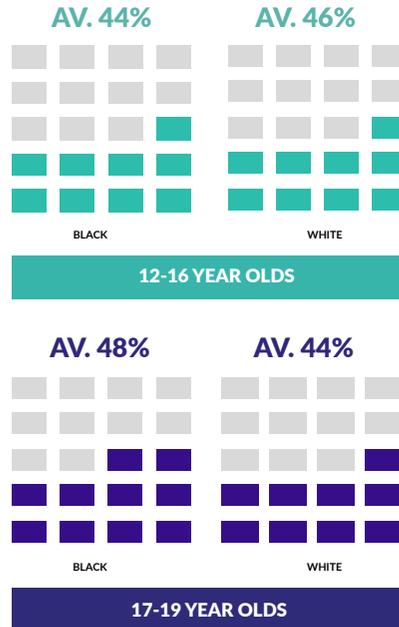
**3. KNOWLEDGE AND RELEVANCE ARE KEY
BARRIERS FOR ENTERING MOTORSPORTS,
PARTICULARLY FOR FEMALES AND
THE OLDER AGES**

BLACK YOUNG PEOPLE WERE EQUALLY LIKELY TO AGREE WITH 'POSITIVE' STATEMENTS ABOUT MOTORSPORTS...

Average agreement to these four 'positive' statements:

- It's well paid
- It would have a positive impact on society
- It would be creative
- It would be interesting

NET:
Agreement with 'positive'
statements about
motorsports



EM7. When thinking about a career in motorsports how much do you agree or disagree with the following statements. Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324)



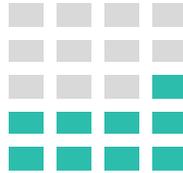
...AS THEY WERE THE MORE NEGATIVE STATEMENTS.

Average agreement to these four 'positive' statements:

- I don't know enough about motorsports
- It's not for me
- It would be too technical
- It would be too challenging

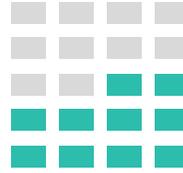
NET:
Agreement with 'negative'
statements about
motorsports

AV. 48%



BLACK

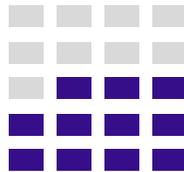
AV. 49%



WHITE

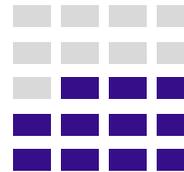
12-16 YEAR OLDS

AV. 56%



BLACK

AV. 56%



WHITE

17-19 YEAR OLDS

EM7. When thinking about a career in motorsports how much do you agree or disagree with the following statements. Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324)

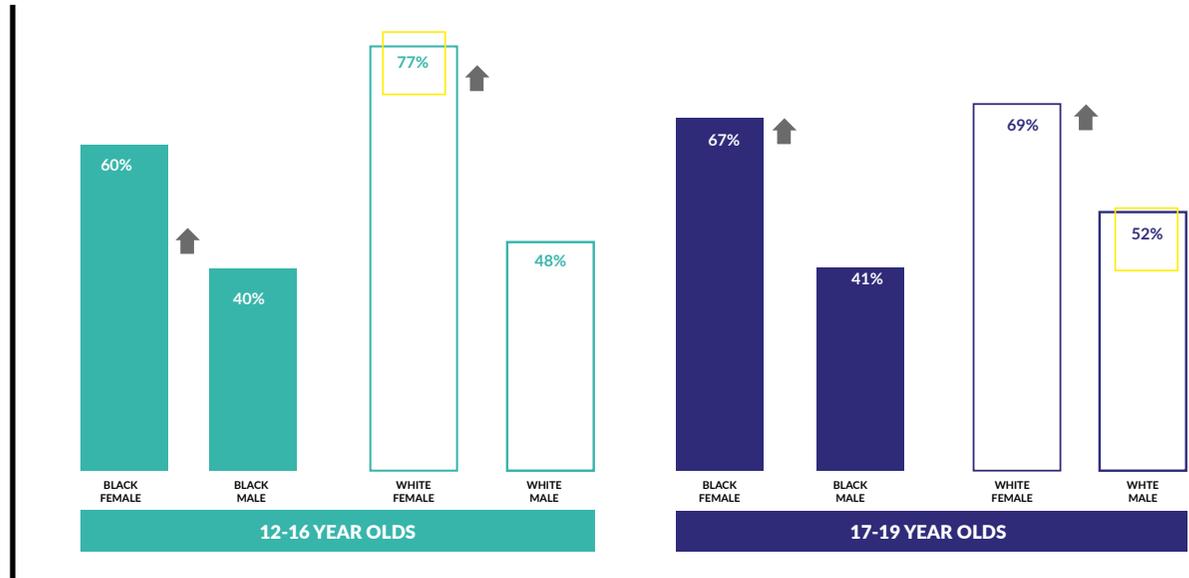


AS YOUNG PEOPLE GET OLDER THEY ARE MORE LIKELY TO FEEL A MOTORSPORTS CAREER ISN'T 'FOR THEM'; ESP. FEMALES..

A CAREER IN MOTORSPORTS IS NOT FOR ME

NET: Agreement

RACE	BLACK	WHITE
12-16 YEAR-OLDS	50%	53%
17-19 YEAR-OLDS	63%	63%



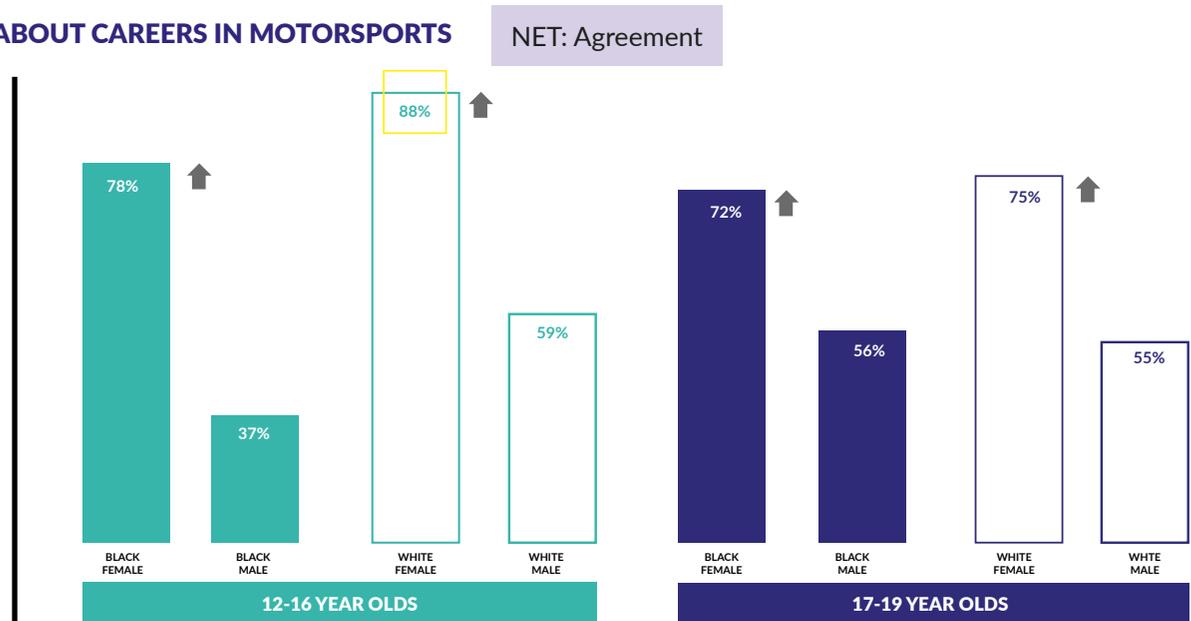
EM7. When thinking about a career in motorsports how much do you agree or disagree with the following statements. Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) (Black males 12-16: 53 / Black female 12-16: 74 / Black males 17-19: 154 / Black females 17-19: 332) / white females 12-16: 403 / white males 12-16: 402 / white females 17-19: 214 / white males 17-19: 104) ↑ Significantly higher than male counterpart □ Significantly higher than Black female 12-16./ significantly higher than white male 12-16

AND FEMALES, PARTICULARLY BLACK 17-19 YEAR OLDS, DON'T FEEL THAT THEY KNOW ABOUT THESE TYPES OF CAREERS.

I DON'T KNOW ENOUGH ABOUT CAREERS IN MOTORSPORTS

NET: Agreement

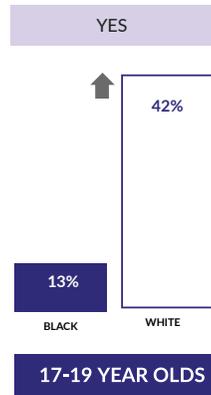
RACE	BLACK	WHITE
12-16 YEAR-OLDS	57%	56%
17-19 YEAR-OLDS	74% ↑	65%



EM7. When thinking about a career in motorsports how much do you agree or disagree with the following statements. Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) (Black males 12-16: 53 / Black female 12-16: 74 / Black males 17-19: 154 / Black females 17-19: 332) / white females 12-16: 403 / white males 12-16: 402 / white females 17-19: 214 / white males 17-19: 104) ↑ Significantly higher than counterpart within same age break □ Significantly higher than white female 17-19./ significantly higher than Black male 12-16

THESE ARE THE TWO KEY BARRIERS THAT THOSE PREVIOUSLY INTERESTED IN MOTORSPORTS MENTIONED, ALONGSIDE A LACK OF ROLE MODELS.

WAS THERE A TIME WHEN YOU WERE INTERESTED IN MOTORSPORTS?



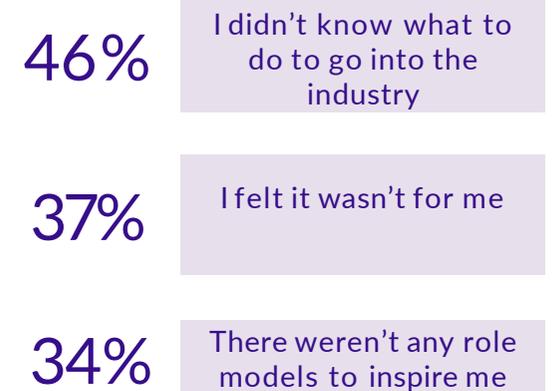
25% of those who would not consider a career in motorsports, said they had been interested in it when they were younger

WHAT AGE WAS THAT?

7-9 years old	11%
10-12 years old	8%
13-14 years old	23%
15-16 years old	18%
17-19 years old	4%

Y6. You said before that you were unlikely to consider a career in motorsports. Thinking back to when you were younger, was there a time when you were interested in a career in motorsports?
 Base all unlikely to consider a career in motorsports (Black 17-19: 367 / Black males 17-19: 91 / Black females 17-19: 273) ↑ Significantly lower than male counterparts

WHY DID YOU BECOME LESS INTERESTED IN MOTORSPORTS?

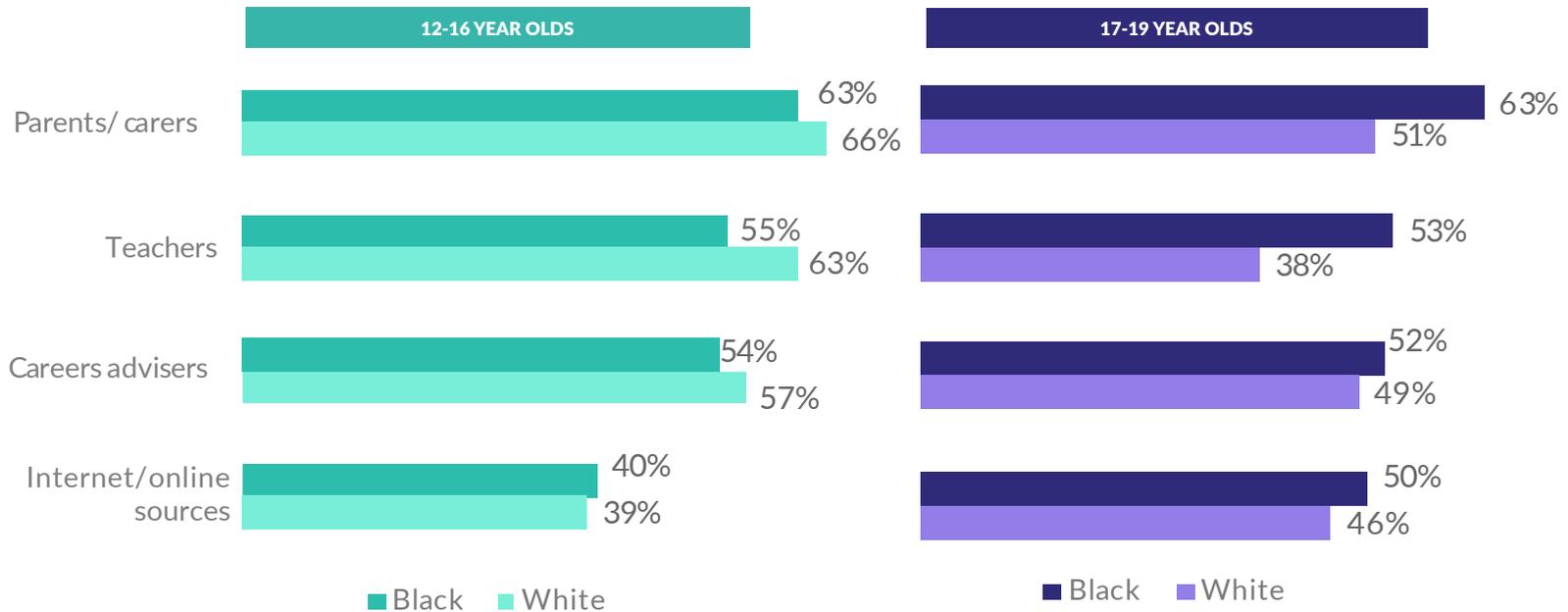


Y7. And roughly at what age did you become less interested in a career in motorsports? Y8. And can you tell us what it was that made you become less interested in a career in motorsports at that time?
 Base (Black 17-19 who said yes at Y6: 68)

4. THE ROLE OF INFLUENCES – ESPECIALLY PARENTS AND TEACHERS – ARE KEY TO INSTILLING CAREERS ADVICE.

PARENTS, TEACHERS AND CAREERS ADVISERS ARE THE PRIMARY SOURCES OF ADVICE FOR CAREERS.

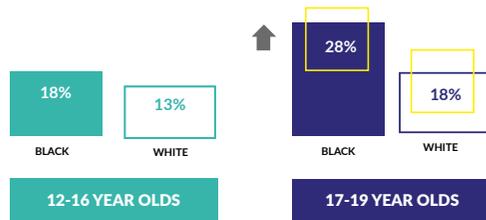
SOURCES OF CAREER ADVICE: TOP 4



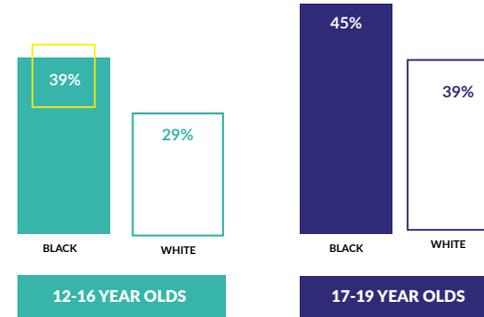
C4. Who would you consider going to for careers advice? Base. (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324)

HOWEVER, THESE INFLUENCERS MAY NOT ALWAYS BE ADVOCATING FOR MOTORSPORTS.

PARENTS/CARERS TELL THEM THEY COULDN'T/ SHOULDN'T WORK IN MOTORSPORTS



TEACHERS DON'T TALK TO THEM ABOUT A CAREER IN MOTORSPORTS

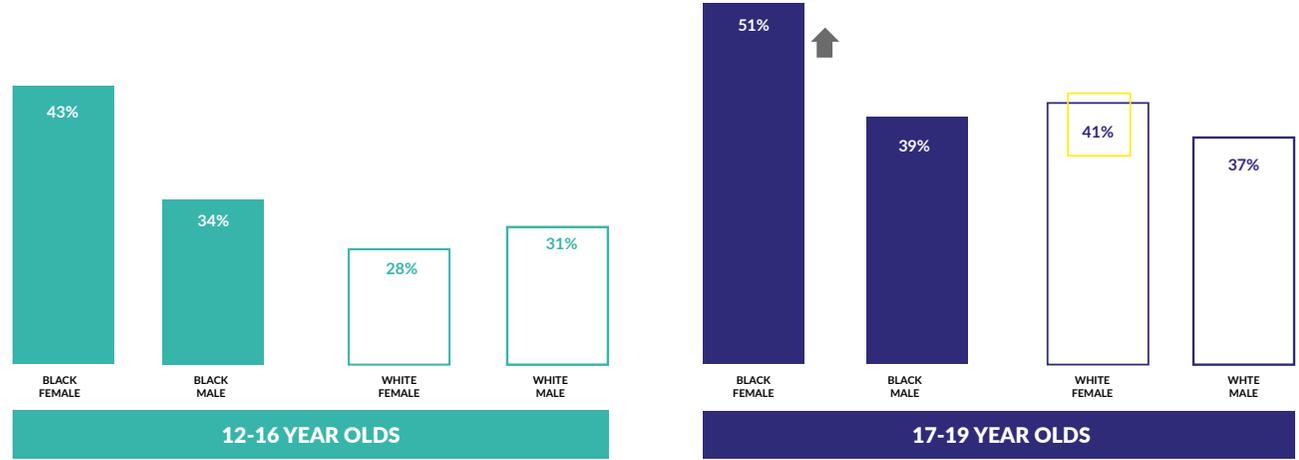


EM8. What do you think it is that could stop some young people from working in motorsports? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white 17-19 / □ Significantly higher than Black 12-16 / white

AND THIS IS ESPECIALLY RELEVANT FOR BLACK FEMALES WHEN THINKING ABOUT THEIR TEACHERS

These are an audience identified as having more barriers to engaging with motorsports and considering it as a career option.

TEACHERS DON'T TALK TO THEM ABOUT A CAREER IN MOTORSPORTS



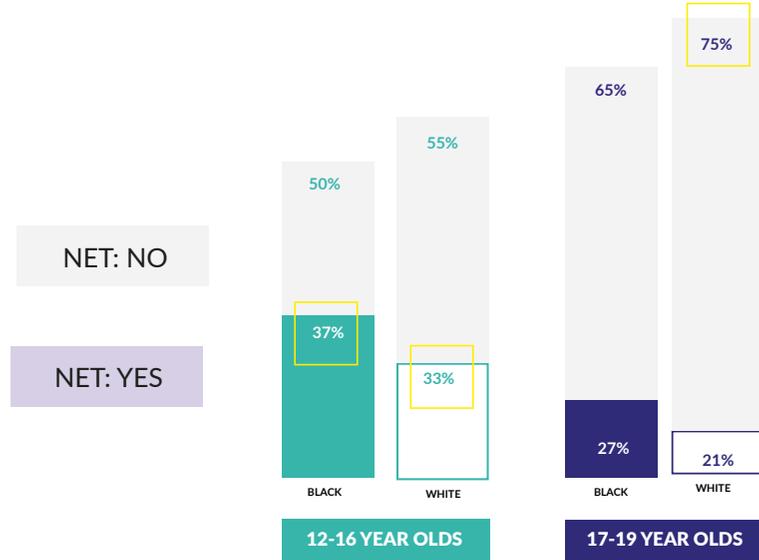
EM8. What do you think it is that could stop some young people from working in motorsports? Base (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214) ↑ Significantly higher than male counterpart □ Significantly higher than white females 12-16

5. THERE IS OPPORTUNITY TO BUILD ON A SMALL, BUT SIGNIFICANT, PROPORTION WHO WOULD CONSIDER A ROLE AS AN ENGINEER IN MOTORSPORTS.

WORK WILL NEED TO BE FOCUSED ON FEMALES, ESPECIALLY.

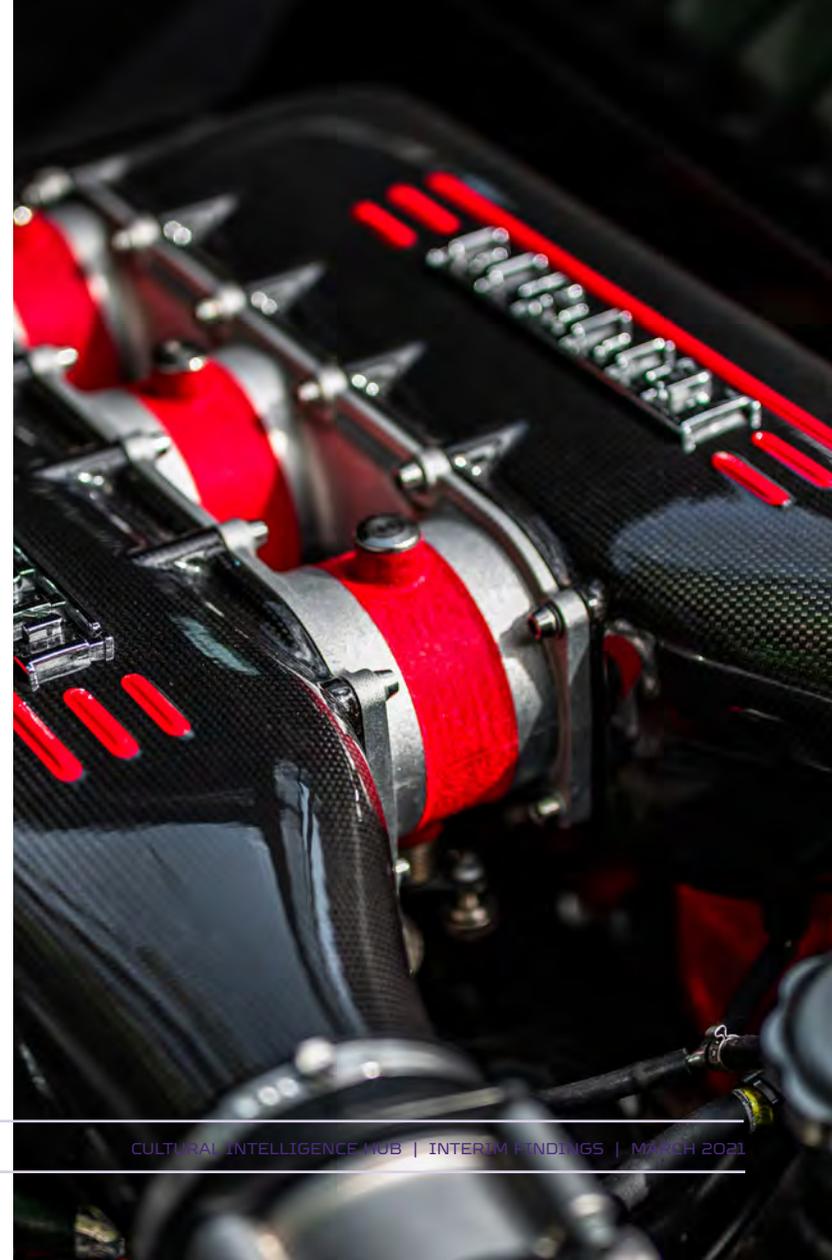
A THIRD, OR LESS, OF YOUNG PEOPLE WOULD CONSIDER WORKING AS AN ENGINEER IN MOTORSPORTS..

WOULD CONSIDER WORKING AS AN ENGINEER IN MOTORSPORTS



EM9. Would you consider working as an engineer in motorsports? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324)

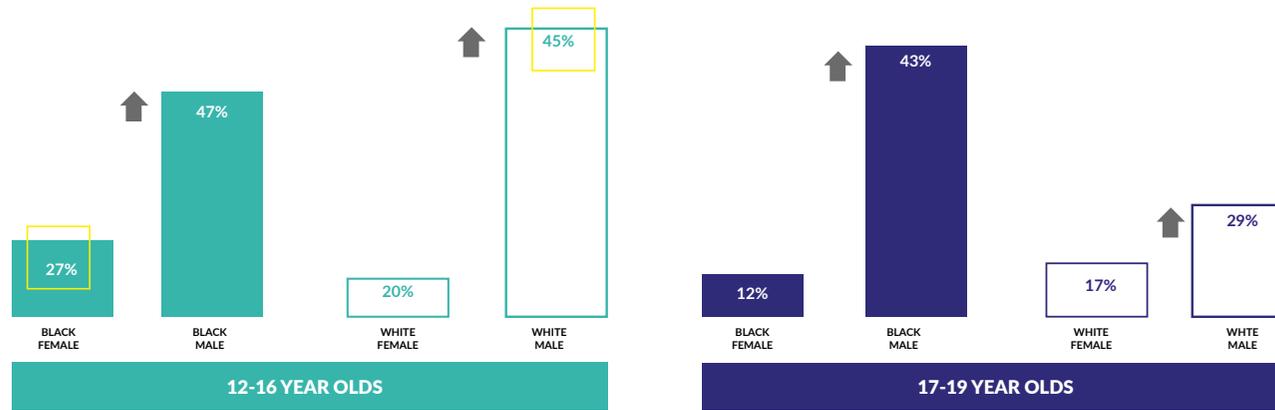
□ Significantly higher than Black 17-19 / white 17-19 / white 12-16



AND AS CONSISTENTLY IDENTIFIED THROUGHOUT, MALES ARE SIGNIFICANTLY MORE LIKELY TO CONSIDER THIS AS A CAREER OPTION.

WOULD CONSIDER WORKING AS AN ENGINEER IN MOTORSPORTS

NET: Agreement



EM9. Would you consider working as an engineer in motorsports? Base (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214) ↑ Significantly higher than female counterparts □ Significantly higher than Black females 17-19 / white males 17-19

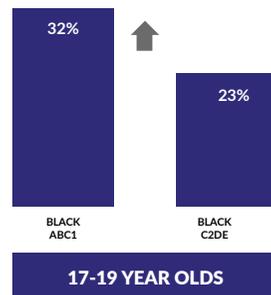
AND THERE IS A TREND FOR BLACK ABC1S TO CONSIDER THIS AS A CAREER OPTION.

WOULD CONSIDER WORKING AS AN ENGINEER IN MOTORSPORTS

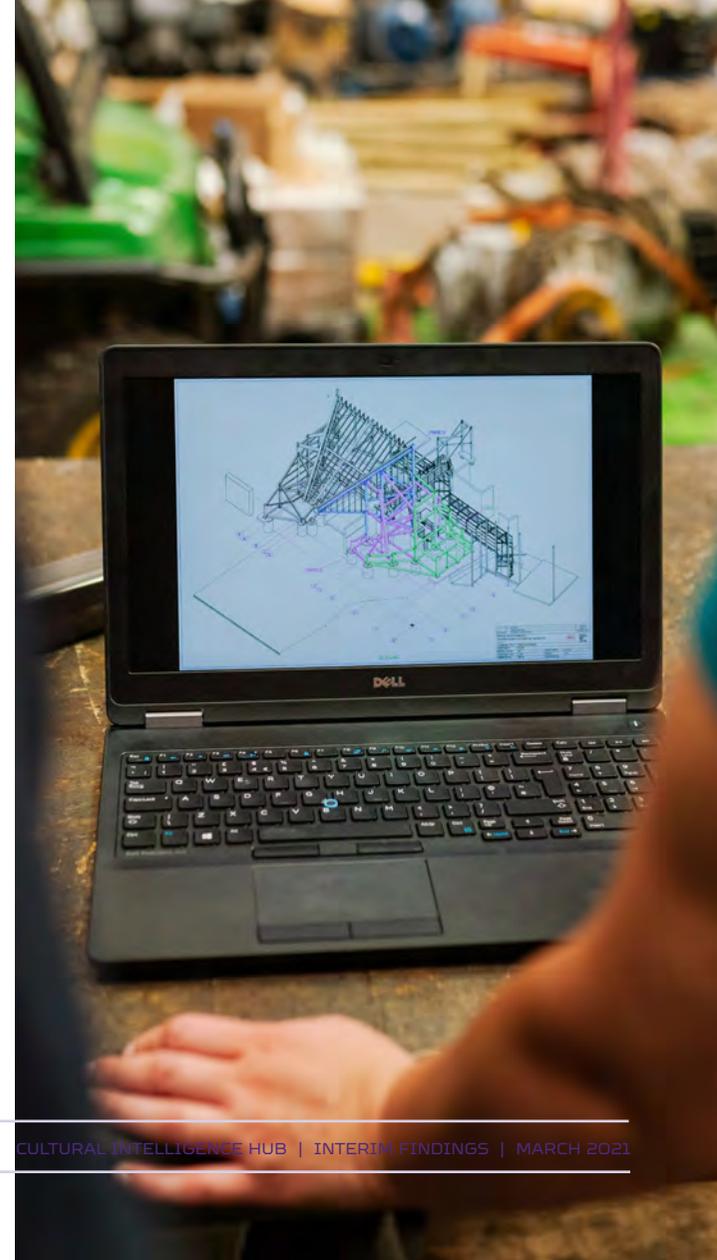
NET: Agreement

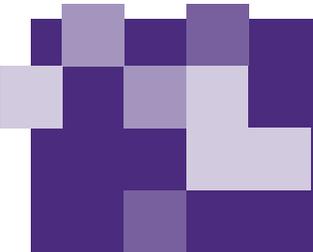
Black ACB1 12-16 year olds are much more likely to consider working as an engineer in motorsports compared with Black C2DE 12-16s. to Black ABC1. 12-16s

12-16 YEAR OLDS



EM9. Would you consider working as an engineer in motorsports? Base (Black 12-16 ABC1: 94 / Black 12-16 C2DE: 33 / Black 17-19 ABC1: 332 / Black 17-19 C2DE: 159) ↑ Significantly higher than Black C2DE.





APPENDIX.

SAMPLE PROFILE (UNWEIGHTED).

(raw counts)	Black	White
Total	704	1551
7-11	86	420
12-16	127	807
17-19	491	324
Female 7-11	50	198
Male 7-11	36	221
Female 12-16	74	403
Male 12-16	53	402
Female 17-19	332	214
Male 17-19	154	104
ABC1 7-11	57	223
C2DE 7-11	29	197
ABC1 12-16	94	460
C2DE 12-16	33	347
ABC1 17-19	332	208
C2DE 17-19	159	116

ON THE WHOLE, BLACK YOUNG PEOPLE ARE LIKELY TO STATE THEY HAVE A GREATER KNOWLEDGE OF THE FOUR CAREERS TESTED.

KNOWLEDGE OF SPECIFIC JOBS
NET (KNOW A LOT / QUITE A LOT)

	7-11-year-olds		12-16-year-olds		17-19-year-olds	
	Black	White	Black	White	Black	White
Healthcare	38% ↑	25%	38% ↑	23%	47% ↑	35%
Engineering	15%	14%	22%	17%	42% ↑	23%
Science	24%	21%	28%	21%	26%	27%
Motorsports	25% ↑	14%	16%	11%	9%	14%

EM1. How much do you know about what people working in the following jobs do? Base. (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white counterpart □ Significantly higher than Black 7-11/12-16

17-19 BLACK YOUNG PEOPLE ARE MORE LIKELY TO SAY THEY WILL CONSIDER HEALTHCARE AND SCIENCE CAREERS.

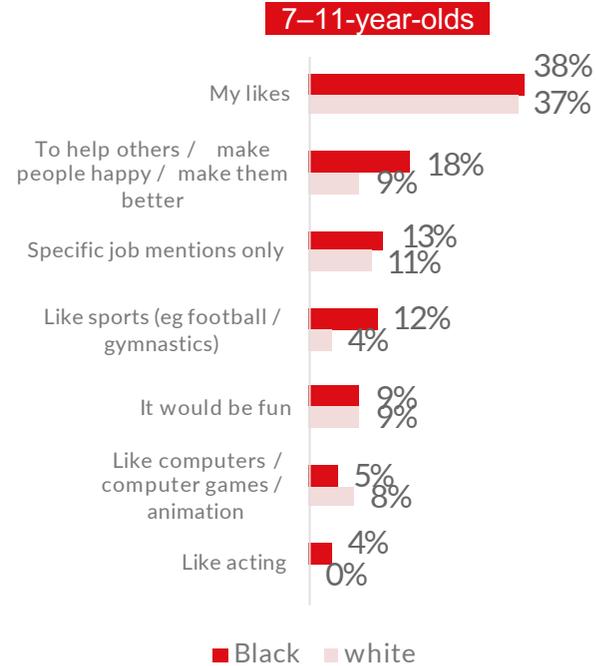
CONSIDERATION OF SPECIFIC JOBS
NET (LIKELY)

	12-16-year-olds		17-19-year-olds	
	Black	White	Black	White
Healthcare	31%	25%	43% ↑	33%
Engineering	38% ↑	28%	26%	22%
Science	38%	33%	48% ↑	25%
Motorsports	18%	14%	12%	10%

EM2. How likely if at all would you consider a job in the following areas? Base. (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white counterpart □ Significantly higher than Black 12-16

WHAT 7-11 YEAR OLDS 'LIKE' IS THE PREDOMINANT DRIVER FOR CHOOSING A CAREER.

MOST IMPORTANT FACTORS WHEN DECIDING ON A CAREER

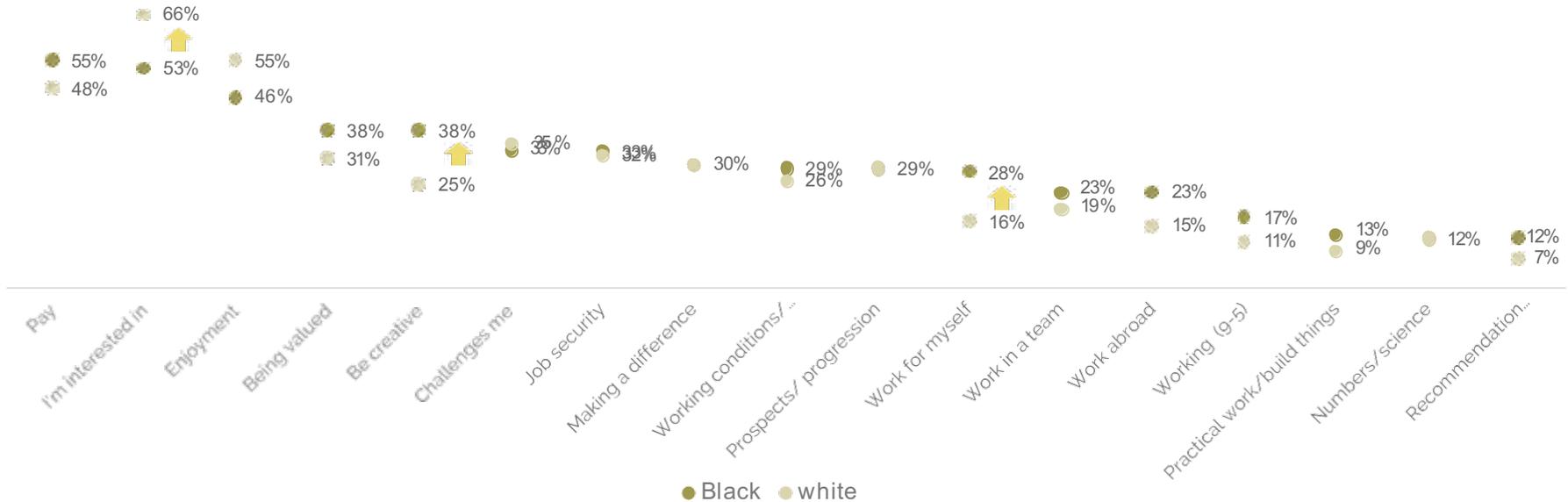


C2. Why do you want to do that job when you are older? Base. (Black 7-11: 86 / white 7-11: 420)

PAY AND INTEREST IS MOST IMPORTANT TO BLACK 12-16 YEAR OLDS.

MOST IMPORTANT FACTORS WHEN DECIDING ON A CAREER

12-16-year-olds

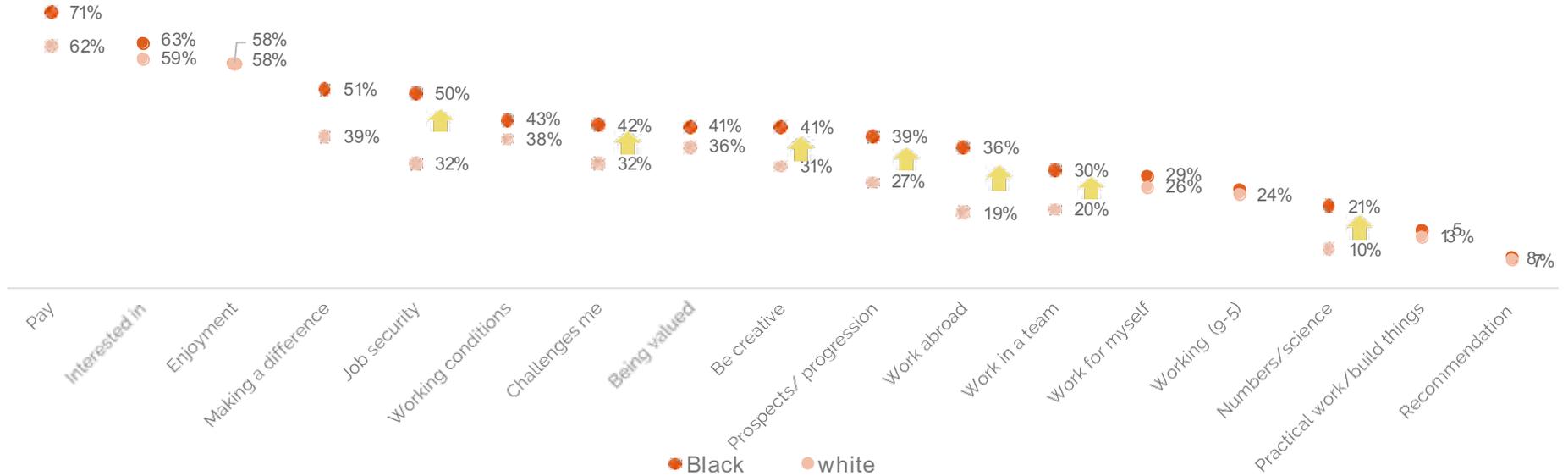


C3. Which of the following factors do you think would be important to you when deciding upon a career? Base. (Black 12-16: 127 / white 12-16: 807) ↑ Significantly higher within ethnicity

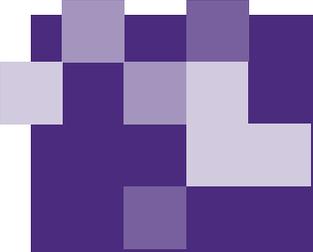
AND IT IS A SIMILAR STORY FOR BLACK 17-19 YEAR OLDS.

MOST IMPORTANT FACTORS WHEN DECIDING ON A CAREER

17-19-year-olds



C3. Which of the following factors do you think would be important to you when deciding upon a career Base. (Black 17-19: 491 / white 17-19: 324)



APPENDIX: ENGINEERING

REASONS FOR WANTING TO BECOME AN ENGINEER.

REASONS FOR WANTING TO BECOME AN ENGINEER

BLACK 7-11 YEAR OLDS

Among the three Black 7-11 year olds who wanted to be an engineer in the future, the main reasons they want to be an engineer include:

- Engineering is among the things they personally like
- Being fond of computers / computer games / animation
- Liking music
- Desire to be rich.

WHITE 7-11 YEAR OLDS

Among the fourteen white 7-11 year olds who want to be an engineer in the future, the main reasons they want to be an engineer include:

- Engineering being a part of the things they personally like
- They like making / fixing / building things
- It's interesting
- They think it would be fun

C2. Why do you want to do that job when you are older? Base those who want to be an engineer when they are an adult (at C1) (Black 7-11: 3 / White 7-11: 14)

REASONS FOR WANTING TO BECOME AN ENGINEER.

MAIN FACTORS INFLUENCING CHOICE TO BE AN ENGINEER

BLACK 12- 16 YEAR OLDS

Among Black 12-16 year olds who want to become an engineer in the future, the following factors choosing a career:

- Pay
- Something they're interested in
- Enjoyment

WHITE 12- 16 YEAR OLDS

For white 12-16 year olds who want to become an engineer the main decisive factors are the same as Black children of the same age, but vary slightly in ranking:

- Something their interested in
- Enjoyment
- Pay

BLACK 17- 19 YEAR OLDS

For Black 17-19 year olds who want to become an engineer the main decisive factors are:

- Pay
- Something their interested in
- Opportunities to be creative

WHITE 17- 19 YEAR OLDS

For white 17-19 year olds who want to become an engineer the main decisive factors are the same as white 12-16 year olds

- Something their interested in
- Enjoyment
- Pay

C3. Which of the following factors do you think would be important to you when deciding upon a career? Base those who want to be an engineer when they are an adult (at C1) (Black 12-16: 7 / White 12-16: 50 / Black 17- 19: 37 / White 17-19: 15)

7-11S ARE MORE INTERESTED IN 'BUILDING ACTIVITIES' THAN THEIR OLDER COUNTERPARTS.

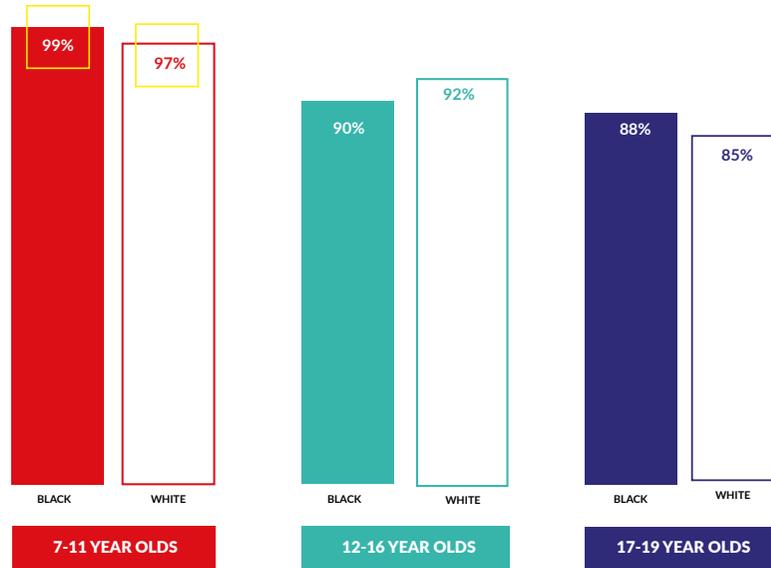
INTEREST IN 'BUILDING ACTIVITIES'



M1a. Which if any of these activities do you like to do when you have free time? These can be on your own or with friends or your family. Base (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) Significantly higher than black 12-16 / black 17-19 / white 12-16 / white 17-19

7-11S ARE MORE LIKELY TO LIKE / LOVE A STEM SUBJECT.

LOVE/LIKE STEM SUBJECTS



M4. Now thinking about school how much do you/did you like or dislike the following subjects? Base (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) Significantly higher than black 12-16 / black 17-19 / white 17-19

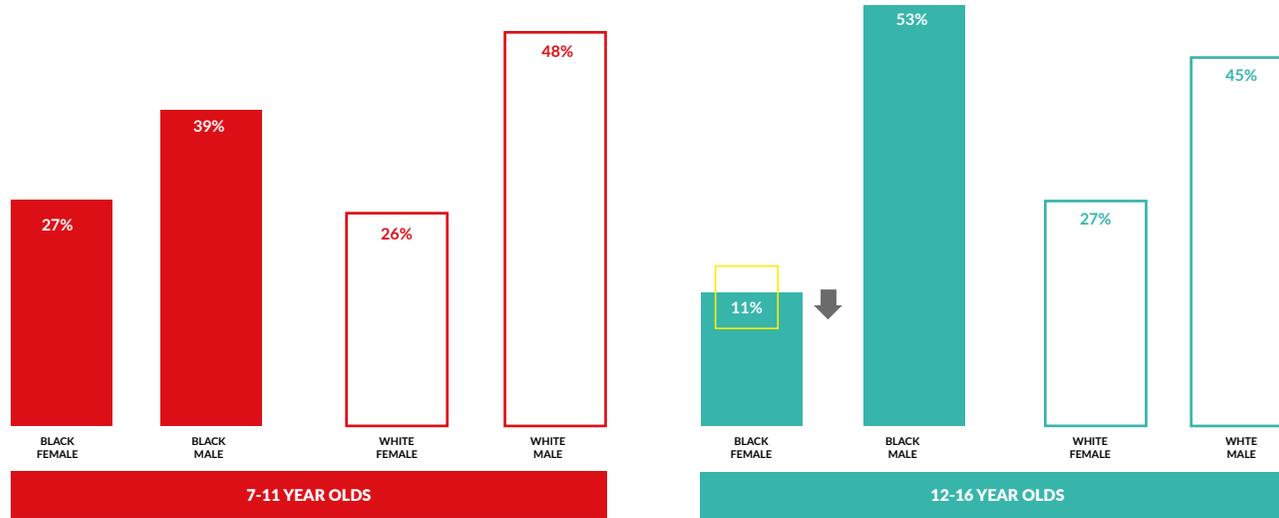
AROUND A THIRD OF YOUNG PEOPLE STATE A STEM SUBJECT IS THEIR FAVOURITE.

A STEM SUBJECT IS THEIR FAVOURITE



M5. And which subject would you say is/was your favourite? Base (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) Significantly higher than white 17-19

BLACK FEMALES AGED 12-16 ARE LEAST LIKELY TO STATE A STEM SUBJECT IS THEIR FAVOURITE.



M5. And which subject would you say is/was your favourite? Base (Black females 7-11: 50 / Black males 7-11: 36 / white females 7-11: 198 / white males 7-11: 221 / Black females 12-16: 74 / Black males 12-16: 53 /white females 12-16: 403 /white males 12-16: 402)

□ Significantly lower than Black females 7-11 / Black males 7-11 / Black males 12-16 ↓ Significantly lower than male counterparts

PERCEIVED KNOWLEDGE OF WHAT AN ENGINEERING JOB ENTAILS INCREASES WITH AGE.

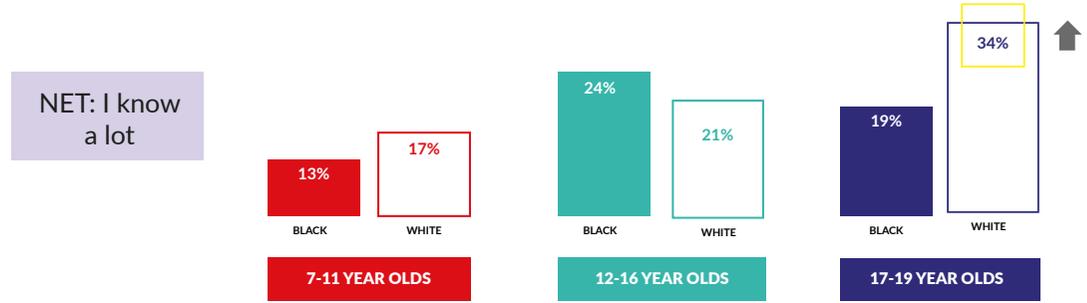
KNOWLEDGE OF WHAT THOSE IN ENGINEERING JOBS DO



EM1. How much do you know about what people working in the following jobs do? – Engineering. Base (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) Significantly higher than white 7-11.& 12-16 / Black 7-11

BLACK MALE 17-19 YEAR OLDS ARE MOST LIKELY TO STATE THEY KNOW A LOT ABOUT WHAT AN ENGINEERING JOB IS.

KNOWLEDGE OF WHAT THOSE IN ENGINEERING JOBS DO

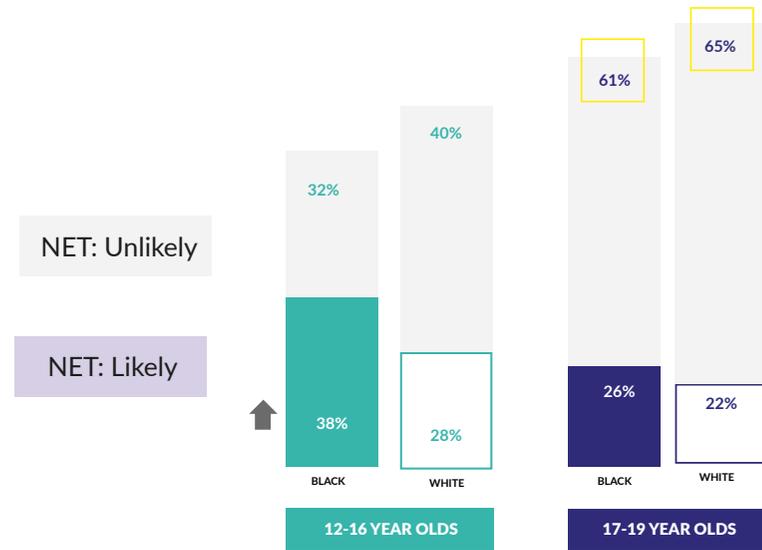


EM1. How much do you know about what people working in the following jobs do? Base (Black males 7-11: 36 / Black female 7-11: 50 / Black males 12-16: 53 / Black female 12-16: 74 / Black males 17-19: 154 / Black females 17-19: 332) ↑ Significantly higher than female counterparts

□ Significantly higher than Black males 7-11 / Black females 7-11 / Black males 12-16 / Black females 12-16)

BLACK 12-16S ARE MORE LIKELY TO CONSIDER AN ENGINEERING JOB THAN WHITE 12-16S

LIKELIHOOD TO CONSIDER A JOB IN MOTORSPORTS

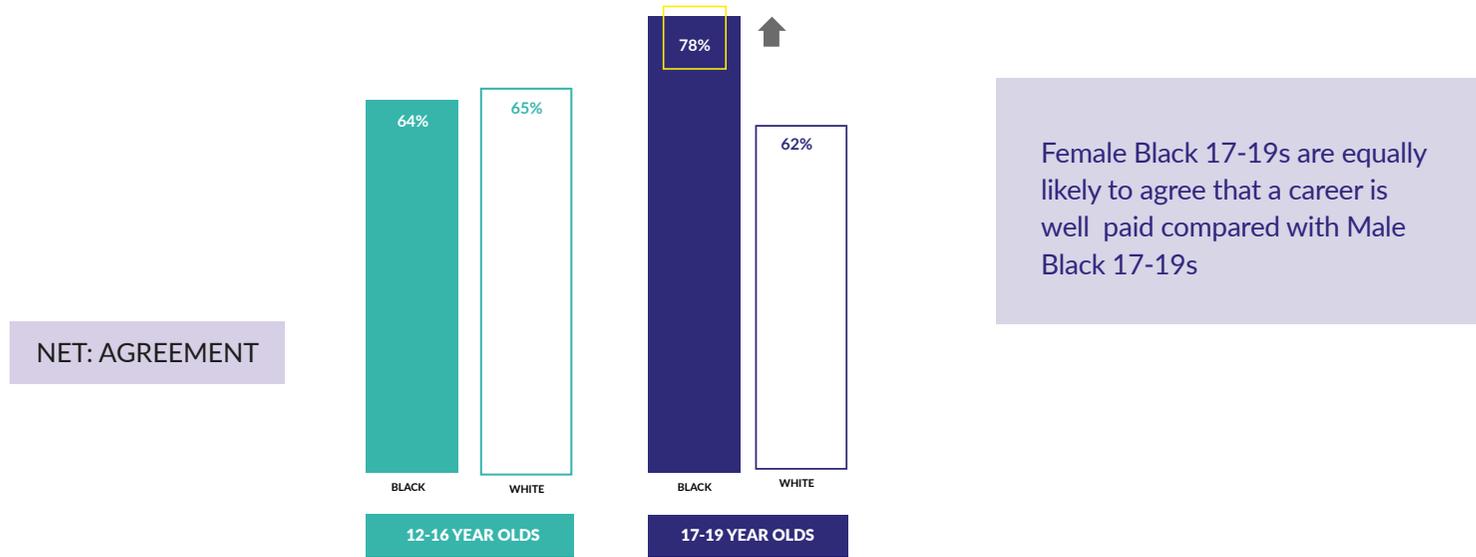


Across both ethnic groups, the number stating they are unlikely to consider it increases with age

EM2. How likely if at all would you consider a job in the following areas? - Engineering. Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white 12-16 . □ Significantly higher than 12-16 counterparts

BLACK 17-19 YEAR OLDS SEE ENGINEERING CAREERS AS WELL PAID.

A CAREER IN ENGINEERING IS WELL PAID

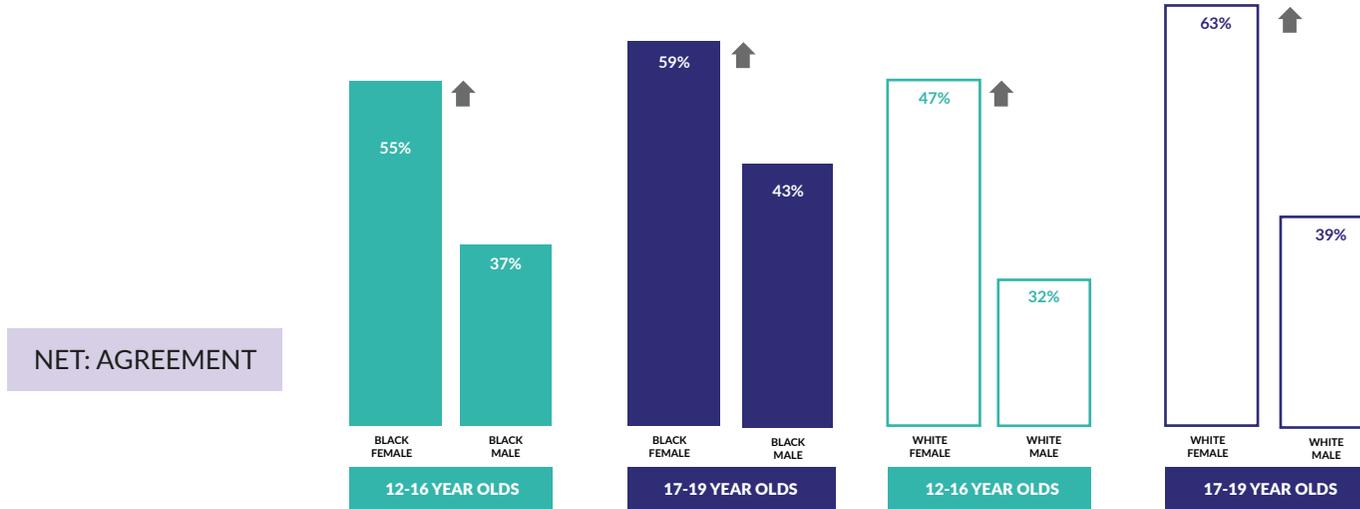


EM4 When thinking about a career in engineering how much do you agree or disagree with the following statements? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white 17=19 / □ Significantly higher than

Black 12-16

FEMALES ARE MORE LIKELY TO BELIEVE A CAREER IN ENGINEERING IS TOO TECHNICAL.

A CAREER IN ENGINEERING IS TOO TECHNICAL

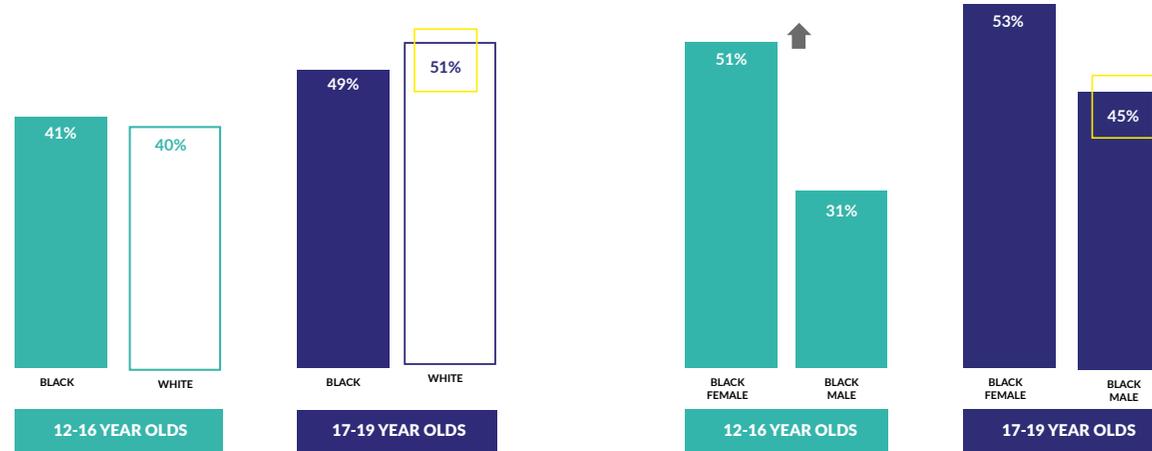


EM4. When thinking about a career in engineering how much do you agree or disagree with the following statements? Base (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females

12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17- 19: 214) ↑ Significantly higher than male counterparts

BELIEF THAT ENGINEERING DOESN'T APPEAL TO SOME YOUNG PEOPLE.

ENGINEERING DOESN'T APPEAL TO SOME YOUNG PEOPLE

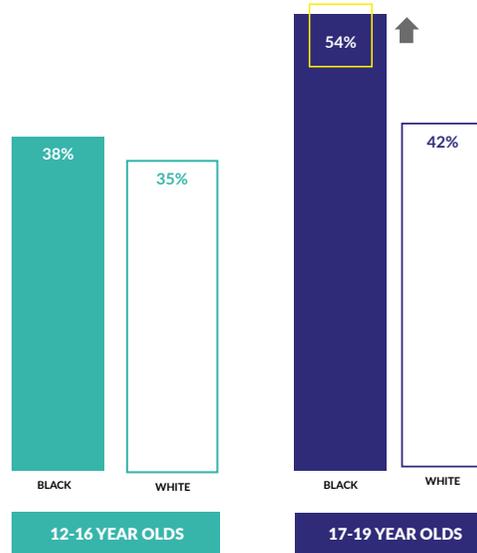


EM5. What do you think it is that could stop some young people from working in engineering? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) Significantly higher than white 12-16

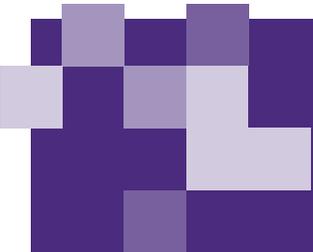
EM5. What do you think it is that could stop some young people from working in engineering? Base (Black males 12-16: 53 / Black females 12-16: 74 / Black males 17-19: 154 / Black females 17-19: 332) ↑ Significantly higher than male counterpart Significantly higher than Black males 12-16

BELIEF THAT YOU HAVE TO HAVE STUDIED SPECIFIC SUBJECTS AT GCSE AND A-LEVEL.

YOU HAVE TO HAVE STUDIED SPECIFIC SUBJECTS AT GCSE AND A-LEVEL



EM5. What do you think it is that could stop some young people from working in engineering? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) Significantly higher than Black 12-16 ↑ Significantly higher than white 17-19 □



APPENDIX: MOTORSPORTS

BREAKDOWN OF WHO WATCHES/FOLLOWS MOTORSPORTS.

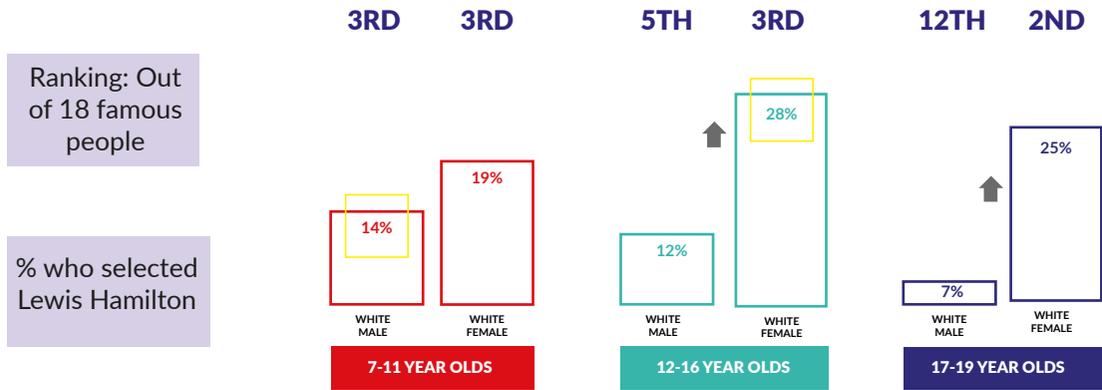
	SPORTS THAT WATCH OR FOLLOW MOTORSPORTS	RANKING OUT OF 12 SPORTS
7-11 YEAR-OLDS BLACK MALES	11%	4TH
7-11 YEAR-OLDS BLACK FEMALES	5%	9TH
12-16 YEAR-OLDS BLACK ABC1	17%	6TH
12-16 YEAR-OLDS BLACK C2DE	1 IN 33	8TH

All white males (all age groups) are significantly more likely to watch or follow motorsports than white females.

M2. Do you watch or follow any of these sports? Base (Black 7-11 Males: 36* / Black 7-11 Females: 50, Black ABC1 12-16yo: 94 / Black C2DE 12-16yo: 33* *Low base size

THOSE WHO LIKE/LOOK UP TO LEWIS HAMILTON: WHITE YOUNG PEOPLE.

FAMOUS PEOPLE THAT YOUNG PEOPLE LOOK UP TO: LEWIS HAMILTON



M3. Which if any of the following famous people do you like or look up to?. (white females 7-11: 198 / white males 7-11: 221 / white females 12-16: 403 / white males 12-16: 402 / white females 17-19: 214 / white males 17-19 104 ↑ Significantly higher than 12-16 white females / significantly higher than 17-19 white females. □ Significantly higher than white 17-19 / Significantly higher than white males 17-19

BLACK 7-11S ARE MORE LIKELY TO SAY THEY ARE KNOWLEDGEABLE ABOUT MOTORSPORT CAREERS THAN THEIR OLDER COUNTERPARTS.

KNOWLEDGE OF WHAT THOSE IN MOTORSPORTS JOBS DO



EM1. How much do you know about what people working in the following jobs do? - Motorsports. Base (Black 7-11: 86 / white 7-11: 420 / Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white 7-11 / ↓ Significantly lower than white 17-19 / □ Significantly higher than Black 12-16 / Significantly higher than white 7-11

BELIEF COULD WORK IN MOTORSPORTS: WHITE YOUNG PEOPLE.

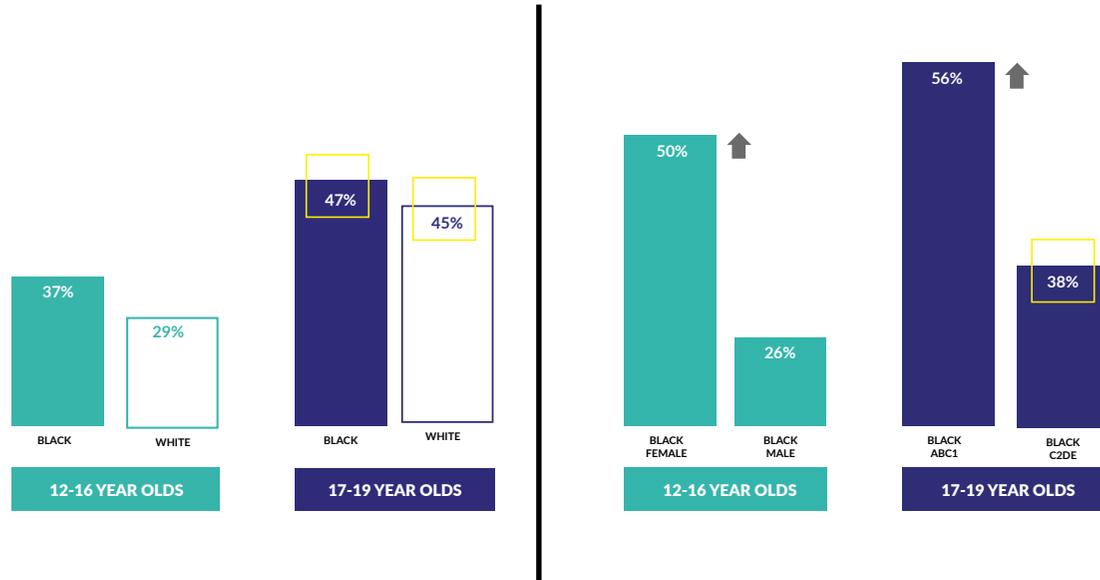
IF YOU WANTED TO COULD YOU WORK IN MOTORSPORTS?



EM6. If you wanted to do you think you could work in motorsports? When talking about jobs in motorsports we mean pit stop work/pit crew, engineers, drivers, project managers, marketing & communication etc. (white females 7-11: 198 / white males 7-11: 221 / white females 12-16: 403 / white males 12-16: 402 / white females 17-19: 214 / white males 17-19: 104) ↑↓ Significantly higher/lower than 7-11 / 12-16 / 17-19 counterpart. □ Significantly higher than white females 7-11 / white males 7-11

BELIEF THAT A CAREER IN MOTORSPORTS DOESN'T APPEAL.

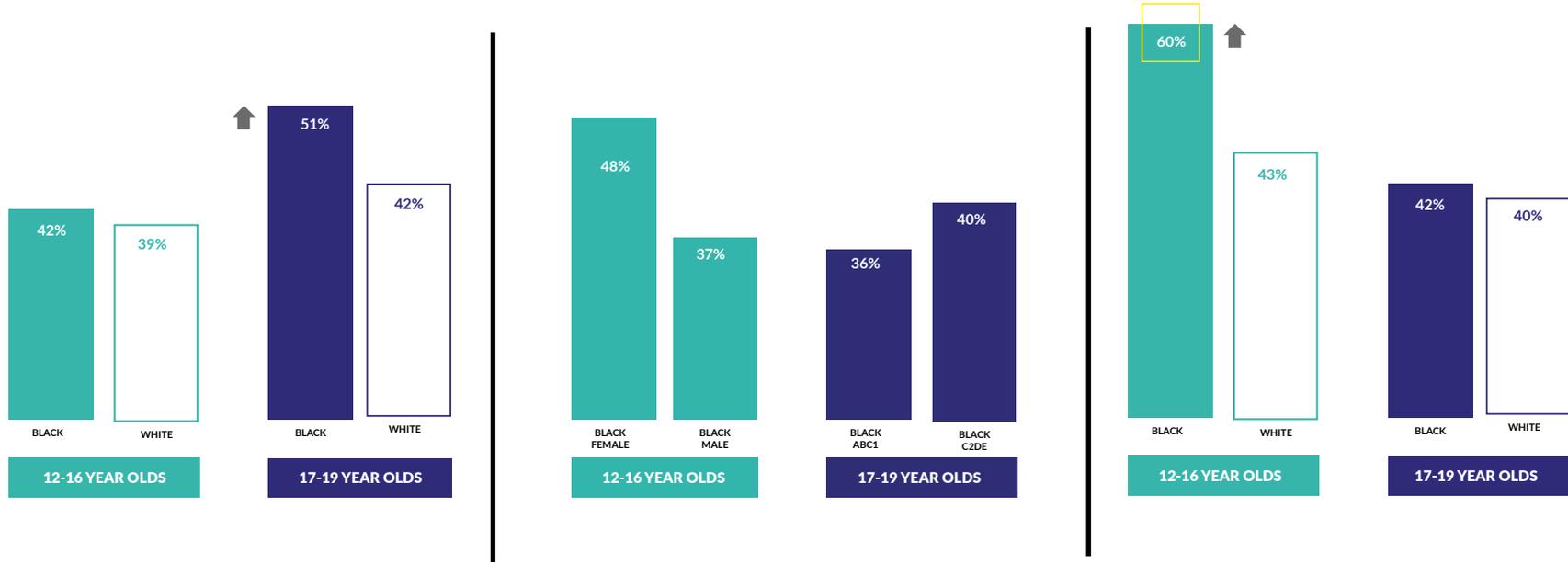
IT DOESN'T APPEAL



EM8. What do you think it is that could stop some young people from working in motorsports? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) (Black males 12-16: 53 / Black females 12-16: 74 / Black 17-19 ABC1: 332 / Black 17-19 C2DE: 159) Significantly higher than Black 12-16 / white 12-16 ↑ Significantly higher than Black male 12-16 / Black C2DE 17-19

BELIEF THAT PEOPLE DON'T KNOW ENOUGH ABOUT CAREERS IN MOTORSPORTS.

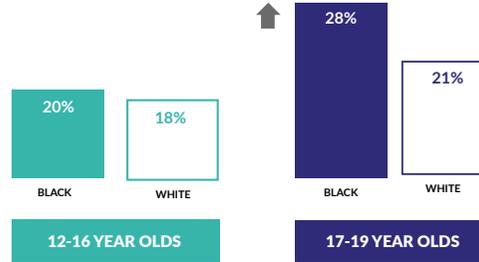
PEOPLE DON'T KNOW ENOUGH ABOUT CAREERS IN MOTORSPORTS



EM8. What do you think it is that could stop some young people from working in motorsports? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) (Black males 12-16: 53 / Black females 12-16: 74 / white males 12-16: 402 / white females 12-16: 403 / Black males 17-19: 154 / Black females 17-19: 332 / white males 17-19: 104 / white females 17-19: 214) ↑ Significantly higher than white 17=19 ↑ Significantly higher than male counterparts □ Significantly higher than Black females 12-16

BELIEF THAT YOU HAVE TO BE SPORTY TO HAVE A CAREER IN MOTORSPORTS.

YOU HAVE TO BE SPORTY



EM8. What do you think it is that could stop some young people from working in motorsports? Base (Black 12-16: 127 / white 12-16: 807 / Black 17-19: 491 / white 17-19: 324) ↑ Significantly higher than white 17=19

REPORT: SURVEY INTO THE ATTITUDES OF YOUNG PEOPLE TOWARDS MOTORSPORTS AND CAREERS IN MOTORSPORTS

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Hannah Kilshaw | Research Director | Hannah.Kilshaw@icmunlimited.com | 0207 845 8304 Jeanine Baichoo | Research Manager | Jeanine.

Baichoo@icmunlimited.com | 0207 845 8313 Samuel Tholley | Research Executive | Samuell.Tholley@icmunlimited.com | 0207 845 8333

