

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
A LEVEL  
H580/02  
SOCIOLOGY**

**Researching and understanding  
social inequalities  
SOURCE BOOKLET**

**WEDNESDAY 13 JUNE 2018: Morning  
TIME ALLOWED: 2 hours 15 minutes  
plus your additional time allowance  
MODIFIED ENLARGED 36pt**



## **SOURCE A**

### **Percentage of women and men in managerial and senior positions 2013**

	<b>% women</b>	<b>% men</b>
<b>All Managers, Directors and Senior Officials</b>	<b>32.8</b>	<b>67.2</b>
<b>Chief Executives and Senior Officials</b>	<b>31.3</b>	<b>68.6</b>
<b>Financial Managers and Directors</b>	<b>39.3</b>	<b>60.3</b>
<b>Purchasing Managers and Directors</b>	<b>26.5</b>	<b>73.5</b>
<b>Advertising Managers and Directors</b>	<b>66.7</b>	<b>33.3</b>

	<b>% women</b>	<b>% men</b>
<b>Human Resource Managers and Directors</b>	<b>60.9</b>	<b>38.4</b>
<b>Financial Institution Managers and Directors</b>	<b>37.1</b>	<b>62.9</b>
<b>Health and Social Services Managers and Directors</b>	<b>66.3</b>	<b>33.7</b>
<b>Managers and Directors in Retail and Wholesale</b>	<b>37.7</b>	<b>62.2</b>
<b>Managers and Proprietors in Hospitality and Leisure Services</b>	<b>40.7</b>	<b>59.3</b>

**Figures may not total 100% due to rounding**

**Source: Labour Force Survey Data 2013  
Adapted from: C. Baker and R. Cracknell (2014) 'Women in  
Public life, the Professions and the Boardroom' (House of  
Commons Library)**

## **SOURCE B**

### **A survey into ageism**

**Ageism is under-researched compared with other types of prejudice and there has been little research into age-related prejudice. In 2004 Age Concern in partnership with the University of Kent commissioned a market research organisation, TNS, to conduct a nationally representative sample survey among those aged 16 and over across Great Britain. Detailed structured interviews were conducted with 1843 people. The result was a major research and survey programme exploring the nature and prevalence of prejudice and discrimination about age and ageing. The researchers developed a series of questions to measure people's attitudes to ageing and ageism. Many of the questions asked respondents to respond to statements, for example, 'As people get older they become less competent'. They were also asked to rate how they perceived**

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**both older people and young people in terms of certain characteristics, for example as ‘friendly’, ‘intelligent’ or ‘capable’ and whether they viewed each age group with ‘pity’ or with ‘envy’.**

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**Most people don’t think of themselves as ageist. But when the researchers looked at people’s perceptions of ageism among other people, they found that nearly half of people think that employers don’t like having older people on the workforce as it “spoils their image”. In addition one third of people agreed that the ageing trend would make society worse in regards to security, standards of living, health, access to jobs and education.**

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**The survey asked people how much they thought under 30s and over 70s had in common. Approximately one third of those questioned thought they had a lot or a great deal in common. But this overview masked hugely important variations. Among the under**

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**35s, more than a third of those who had close contact with the over 70s thought they had a lot in common. But that dropped to just over a fifth when people who had little to do with the older generation were questioned. Among the over 65s the contrast was even more startling. There, 42% of those in close contact felt they had a lot in common with younger people compared with only one in six (18%) who did not.**

**The survey found that people reported being the target of ageism more than any other form of prejudice – be it based on gender, disability, sexuality, ethnicity or religion. As many as 29% said they had been treated unfairly because of their age, compared with 24% who cited gender, the next most prevalent form. Ageism appears to affect people most in the younger age groups, dipping in mid-life and slightly rising again until retirement age, after which experiences of ageism tail off considerably. In comparison to other**

**forms of prejudice, however, ageism remains high throughout the life course and from the age of 55 onwards, people were nearly twice as likely to have experienced age-related prejudice as any other form of prejudice.**

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**There were marked differences when the research compared people of different ethnic backgrounds. Whereas people with white and mixed ethnic backgrounds reported age as the most frequent basis of prejudice, those from Asian and Afro-Caribbean backgrounds were much more likely to identify ethnicity or race as the most common basis of prejudice against them. Worryingly these groups were also much more likely than Whites to have experienced age-related discrimination.**

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**Adapted from Age Concern 'How Ageist is Britain?' (2004)**



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