Be The Career Change: **exploring how people are feeling about their careers two years on: a survey on behalf of *Get Into Teaching***

Introduction

Kindred Agency commissioned research company Censuswide to carry out a survey on behalf of the *Get Into Teaching* campaign exploring the views of the working population in England. The purpose of the survey was to gain further insights on how people are feeling about their careers two years on from the onset of the pandemic and if a change in direction was something they had aspired to.

Findings from the survey were used to inform campaign development and marketing, in particular public relations activity to position teaching as an opportunity for those looking for a fulfilling and rewarding career option. Press releases based on the main survey findings were proactively shared with target national and regional media for publication. These releases included information about how those considering a career in teaching can find out more.

Methodology

The research was conducted by Censuswide in accordance with the MRS Code of Conduct (2019) between 26th November and 6th December 2021. The aim was to gain a representative sample of 2,000 working people in England (18+), excluding teachers and trainee teachers. The final response was from 2,000. Respondents were asked a set of single answer and multi-answer questions. All responses were gathered using an online survey and individuals were recruited via a random and anonymous sample selection, from an online "double opt-in" panel (where all eligible respondents are required to answer the demographic screening questions again to take part in the survey) of the general public in England.

The Censuswide panel was originally recruited via sampling specialists and since has grown organically. Panellists can opt to answer all surveys but will be filtered out if a survey is not relevant to them. Panellists are also invited to participate in surveys via a newsletter. Censuswide employs members of the Market Research Society and its research activity abides by the ESOMAR principles.

The way these surveys were built meant that respondents were asked a number of preliminary screening questions to gather their demographic data, which could be used to analyse the data. This demographic data included age group, gender, work status, city and region.

Questions were based on a range of topics and themes including:

- How fast respondents felt the time has passed since the onset of the pandemic, and the extent to which they wished they had made more of it to reflect on a job or career change
- The commitments they made during the pandemic and whether they have stuck to them
- How people feel about their current job or career and what future goals or aspirations people have
- Whether the experience of the pandemic has made people want to change their job role or career and any steps they have taken
- The elements holding people back from changing to an entirely new job role or career and any regrets around not switching
- If people are envious of those they know who have already changed to entirely new roles or careers
- Whether people would be more likely to switch jobs if they knew they could have more of a positive impact on society
- To what extent people think teaching as a career allows people to make a positive contribution to society

In the survey, we are working with a 3.09% margin of error (and a 95% confidence interval), which means that if the research were to be repeated, we would expect the percentages to differ no more than 3% either way from the current results data.

Summary findings

Respondents were asked to what extent they agreed or disagreed with the following statement: *"I can't believe how fast time seems to have flown by since the onset of the pandemic"*: 45% said strongly agree, 33% said somewhat agree, 16% said neither agree nor disagree, 4% said somewhat disagree, and 2% said strongly disagree. Respondents were asked if during the pandemic in 2020, they made any commitments to themselves about how they would live their life afterwards and if they stuck to these: 23% said yes, I made some commitments and have stuck to them all; 36% said yes, I made some commitments, but haven't managed to stick to all of them; 10% said yes, I made some commitments, but haven't managed to stick to any of them; 7% said no, I didn't make any commitments although I wish I had done; and 23% said no, I didn't make any commitments.

Respondents were asked to what extent they agreed or disagreed with the following statement: *"I am not entirely happy in my current job/career"*: 20% said strongly agree, 31% said somewhat agree, 24% said neither agree nor disagree, 14% said somewhat disagree, and 12% said strongly disagree. Respondents were asked since the onset of the pandemic, what future goals or aspirations they developed relating to their job/career and from a range of statements answered as follows: 32% said spend more time doing what I enjoy; 28% said learn more new skills; 20% said set clearer goals to help me achieve more; 19% said change to an entirely new job role and/or career that has more meaning and impact; 18% said change my career path; 17% said look to re-train in some way; 16% said progress within my company/organisation; and 20% said I have not developed any future goals or aspirations relating to my job/career, and less than 1% stated "other".

When asked, thinking about work, if their experience of the pandemic made them realise that they want (or might like to) change your job role/career to something entirely different: 22% said yes definitely; 34% said yes somewhat; 26% said no not really; 13% said no definitely not; and 5% said I don't know. The respondents who cited that the pandemic made them realise they might want to change their job role or career were then asked if they had taken any steps to change their role: 45% said yes significant steps; 42% said yes small steps; and 14% said no they have not taken any steps towards this.

Respondents were asked what, if anything, is holding them back from changing to an entirely new job role or career and from a range of statements answered as follows: 24% said fear of taking the leap, as there is more stability where I am; 23% said I'm nervous about making any big changes until the pandemic settles down; 22% said I am still undecided if it's the right future career option for me; 19% said I don't want to change my current standard of living; 18% said the cost of retraining; 18% said the process of a career change feels daunting; and 17% said I don't know where to start with a new career. Additionally, 20% said nothing is currently holding me back from changing to an entirely new job role or career; and 2% stated "other". When asked if they now have regrets about not taking proactive action towards making some kind of change to your job/career over the last two years: 14% said yes definitely; 26% said yes somewhat; 26% said no not really; and 12% said no definitely not. Additionally, 10% said I've not wanted to make a change to my career; and 6% said I don't know.

When asked if they were envious of those people close to them or people they know who have already switched to entirely new job roles/career: 15% said yes definitely; 25% said yes somewhat; 24% said no not really; and 20% said no definitely not. Additionally, 12% said they didn't know anyone who had changed careers; and 4% said I don't know. Asked if their experience of living through a pandemic made them want to consider a new career that has more meaning and a positive impact on society: 19% said yes definitely; 33% said yes somewhat; 28% said no not really; 13% said no definitely not; and 7% said I don't know. When respondents were asked that if they knew they could have more of a positive impact on society in a new role, would they be more likely to switch jobs careers: 20% said yes definitely; 35% said yes somewhat; 26% said no not really; 10% said no definitely not; and 9% said I don't know.

Respondents were asked what, if anything, would you be looking to achieve if you decided to switch to a new job or career, and from a range of statements answered as follows: 27% said a new job role/career that makes me happier; 26% said having a more fulfilling job; 25% securing a more stable income; 22% said impact and making a positive contribution to society; 21% said being able to work anywhere; 20% a role where there are clear progression opportunities; 20% said a new job role/career that will allow me to be more creative; 17% said stability in an uncertain jobs market; 17% said there is nothing that I would be looking to achieve if I decided to switch to a new job or career, and 1% stated "other". Respondents were asked to what extent they agreed or disagreed with the following statement: *"When it comes to job roles/career options, it's never too late to make a change":* 29% said strongly agree, 40% said somewhat agree, 22% said neither agree nor disagree, 6% said somewhat disagree, and 2% said strongly disagree.

Respondents were asked to what extent they agreed or disagreed with the following statement: *"I wish I had made more of my time during the pandemic to reflect on or change my job role/ career in some way"*: 21% said strongly agree, 29% said somewhat agree, 30% said neither agree nor disagree, 11% said somewhat disagree, and 8% said strongly disagree. Respondents were asked to what extent they agreed or disagreed with the following statement: *"Teaching as a career allows people to make a positive contribution to society"*: 28% said strongly agree, 39% said somewhat agree, 26% said neither agree nor disagree, 5% said somewhat disagree, and 2% said strongly disagree.

The city-based statistical variations report:

City-based data	Birmingham	Bradford	Brighton	Bristol	Hull	Leeds	Leicester	Liverpool	Manchester	Newcastle	Norwich	Nottingham	Oxford	Plymouth	Sheffield	Southampton
Number of respondents per city in the overall sample	117	104	100	104	100	101	100	106	110	105	100	105	100	100	100	112
Respondents who regret* not taking proactive action towards making some kind of change to their job/career over the last two years	35%	43%	33%	37%	59%	40%	58%	46%	44%	34%	28%	34%	33%	30%	36%	46%
Respondents who agree* that their experience of the pandemic made them realise that they want (or might like to) change their job role/career to something entirely different	48%	56%	55%	54%	69%	54%	67%	56%	51%	60%	45%	56%	57%	50%	56%	66%
Respondents who say fear of taking the leap is holding them back from changing to an entirely new job role or career	21%	33%	20%	20%	33%	25%	34%	19%	25%	22%	22%	21%	25%	18%	25%	29%
Respondents who agree * if they knew they could have more of a positive impact on society in a new role they would be more likely to switch jobs/careers	45%	56%	60%	57%	62%	61%	72%	55%	48%	47%	50%	51%	56%	47%	57%	68%
Respondents who say that although they made some commitments to themselves during the pandemic in 2020 about how they would live their life afterwards, they haven't managed to stick to them**	38%	58%	45%	51%	57%	55%	52%	50%	45%	42%	45%	48%	55%	37%	47%	42%
Respondents who agree *** that when it comes to job roles/career options, it's never too late to make a change	60%	68%	74%	76%	78%	70%	82%	62%	69%	64%	72%	74%	72%	68%	67%	74%

Respondents who agree***teaching as a career allows people to make a positive contribution to society	56%	63%	70%	69%	72%	68%	73%	68%	71%	69%	64%	68%	68%	65%	74%	71%

The regional statistical variations report:

Regional-based data	East of England	Greater London	East Midlands	West Midlands	North East	North West	South East	South West	Yorkshire and the Humber
Number of respondents per region in the overall sample	180	193	211	132	131	218	338	258	339
Respondents who regret* not taking proactive action towards making some kind of change to their job/career over the last two years	33%	52%	42%	34%	41%	45%	35%	37%	43%
Respondents who agree* that their experience of the pandemic made them realise that they want (or might like to) change their job role/career to something entirely different	49%	63%	56%	51%	63%	54%	57%	52%	58%
Respondents who say fear of taking the leap is holding them back from changing to an entirely new job role or career	21%	25%	26%	22%	23%	22%	22%	21%	31%
Respondents who agree * if they knew they could have more of a positive impact on society in a new role they would be more likely to switch jobs/careers	50%	60%	58%	50%	54%	53%	58%	55%	57%
Respondents who say that although they made some commitments during the pandemic in 2020 about how they would live their life afterwards, they haven't managed to stick to them**	42%	41%	52%	42%	50%	45%	46%	45%	53%
Respondents who agree *** that when it comes to job roles/career options, it's never too late to make a change	68%	72%	73%	61%	66%	69%	72%	71%	71%
Respondents who agree*** teaching as a career allows people to make a positive contribution to society	62%	69%	68%	60%	66%	70%	68%	67%	70%

*This finding combines respondents who said 'yes, definitely' or 'yes, somewhat'

** This finding combines respondents who said "Yes, I made some commitments, but haven't managed to stick to all of them" and "Yes, I made some commitments, but haven't managed to stick to any of them"

*** This finding combines respondents who said 'strongly agree' or 'somewhat agree'