

## **Propensity for switching careers: a survey on behalf of *Get Into Teaching***

### **Introduction**

Kindred Agency, in partnership with SKV Communications, commissioned research company Censuswide to carry out a survey on behalf of the *Get Into Teaching* campaign, asking the general public about their propensity for changing career.

The purpose of the survey was aimed at gaining further insights on the 'itch to switch' when it comes to careers including exploring people's motivations and why they do or don't decide to change employers and/or their career path. 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 change 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 \(2014\)](#) between 23<sup>rd</sup> November 2018 – 5<sup>th</sup> December 2018. The aim was to gain responses from 3,000 of the general public aged 16+, the final response rate was 3,190. Respondents were asked a set of single answer and multi-answer questions. All responses were gathered using an online survey and 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. This ensures a nationally representative panel of respondents. When referring to the general population in the report, retirees and teachers were excluded from the sample.

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 this survey was 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, gender, city and region.

Questions for respondents explored the following topics and themes:

- What people do and don't like in their current careers.
- How satisfied people feel in their current career, and if they would change if they felt they could.
- What factors would prompt people to change career and what would stop them.
- The factors people value and dislike in their current career.
- What people would be looking to achieve in a career change and what motivates them to switch.
- How many times people have moved jobs, how old they believe to be too old for a career change, and the time of year they would most likely consider it.
- The qualities they believe people need to possess to be a good teacher and whether they think they would make a good teacher.

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

### **Summary findings**

Based on a sample of 3,190 members of the general public, statistics show the top factors that make people value their current career including: the people they work with (39%), the nature of the work (36%), the sense of achievement (34%) and the earning potential (30%). This was followed by the opportunities for progression (21%), the emotional rewards (19%) and the impact their work has in the wider world (17%). Seven per cent (7%) of people said no factors made them value their current career, and 19% of people said they didn't currently have a career.

When asked what factors make respondents dislike their current career, twenty-seven per cent (27%) of the public say they don't dislike their current career. Factors for disliking their career included: limited opportunities for progression (26%), earnings potential (25%), lack of emotional rewards (18%) and no sense of achievement (17%). Furthermore, some said the lack of impact their work has on the wider world (14%), the people they work with (13%), the nature of the work (12%) and managing a team (5%). When asked about current career satisfaction, 59% of people said they feel extremely or somewhat satisfied and 18% feel somewhat or extremely dissatisfied. Twenty-three (23%) said they feel neither satisfied nor dissatisfied with their career.

Respondents were asked how they usually respond when someone asks them 'how is work?'. Thirty-eight per cent (38%) say 'it's OK', 27% say 'it's busy', 17% say 'it's stressful' and 16% say 'it's challenging'. Furthermore, 15% say it's 'interesting', 10% say it is 'rewarding', 8% say 'boring' and 7% say it is 'exciting'.

The research shows that 53% of people would probably or definitely change their current career if they felt they could. Out of these people, 22% of respondents said they would definitely change their career if they could. Twenty-seven per cent (27%) of people were not sure. Sixty-four per cent (64%) of people said that if they could choose their career again, they would pick a different career path, with 27% saying they definitely would and 38% saying they possibly would. By contrast, 18% said they would not and 18% said they were not sure.

The survey found that 44% of people haven't changed their 'job or employer' in the last five years. When looking at those who have, 24% of people say they have changed once, 12% twice and 6% say they have changed three times in the last five years. Asked about the main factor preventing people from switching, 21% said there wasn't one main factor stopping them from making a career change. However, 20% of people say it is the fear of the unknown, 16% say it is because of a drop in their salary and 11% say it is indecisiveness about what to do. Other factors such as the cost of retraining (7%), the lack of time (5%) and having to retrain (5%) came further down the list. Over half of the general population (52%) believe you are never too old for a career change. That said, 13% believe being 40 or over is too old for a change career and 18% believe 50 or over is too old.

When asked about what they felt their current career did and didn't offer them, 49% of people agree their current career allows them to make a meaningful contribution to society, whilst 24% disagree with this. Thirty-nine (39%) of people said their current career frustrates them to the point where they consider leaving it for another job, and 34% of people believe their career feels more meaningless than it does rewarding – to the point where they would consider leaving it for another career. Thirty-eight per cent (38%) and 41% respectively, disagree with those statements.

Thirty-five per cent (35%) of people cited moving location among the life factors that would make them consider a career change, 31% said health issues and 30% said the threat of redundancy. Eighteen per cent (18%) said that no life factors would make them consider it, whereas 17% said encouragement from loved ones, 17% said because of a career break and 16% said having a family. More money (45%) was cited among the top factors that would be most likely to persuade people to change career, whilst 28% said a better work/life balance, 17% said a career that can better fit around family commitments and 16% said a career that is more in tune with their interests. Further down the list, 16% cited better job security, followed by more career fulfilment (14%), more potential for progression (13%) and a career that makes them proud (13%). Fifty-four per cent (54%) of people would consider changing career at any point in the year, 17% thought January would be a more likely time, and 12% thought the start of a new financial year would be a more likely time.

In terms of what success means most, for 36% of people, it is a lifestyle that allows a good work/life balance, while 34% believe it means stability and providing for them and their family, and 32% believe it is about looking forward to going to work every day. Thirty-two per cent (32%) said a higher salary / being paid well, 21% said a career that is worthwhile and positively impacts others, and 20% of people said leaving work each day knowing you have made a difference. Additionally, 16% said it means a career with long-term opportunities, 14% said a career that fits with their other responsibilities outside of work and 13% said a career that is aligned with their core values.

When asked if they were considering, or have thought about a career change, and what they would be looking to achieve: 37% of people said they would be looking to achieve something that makes them happier; 36% said wellbeing – having a career they enjoy while staying healthy and happy; 35% said securing a more stable income / better paid role; 34% said having a fulfilling job; and 20% said making a positive contribution to society. Twenty-one per cent (21%) said they are not considering or have not thought about changing their career.

Looking at barriers people feel they may come up against for a potential career change, 32% of people said not wanting to start from scratch or study again, 31% felt not having the right experience and 30% felt they could not afford to retrain. In addition to this, 30% said they were worried they might not be good at it, 27% said they wouldn't know where to start and 25% were concerned it might disrupt other areas of their life. Respondents also cited feeling too old at this stage in their life (22%) and a lack of support and guidance through the process (16%).

Turning the focus to teaching, 45% of the public feel patience is among the key qualities someone needs to possess to be a teacher, 44% believe it is a passion working with children, 29% believe it is knowledge of the subject matter and 27% believe it is strong people skills. In addition to this, 25% believe teachers need to have a calm approach to challenges, 19% believe they need an engaging personality, 17% cited resilience as an important quality, and 14% said teachers need to have a sense of humour.

The research shows that 44% of the general population think they would make a good teacher and 14% would consider being one. Thirty per cent (30%) of people think they would make a good teacher, but they are not currently considering it. In contrast, 40% of people don't think they would make a good teacher, and 16% are unsure if they would make a good teacher or not. Of those who believe they would make a good teacher, 44% say this is because they are good at explaining things, 40% like working with young people, 40% think they can make learning fun and 39% believe they can relate to others. Further to this, 38% like to know they are making a difference in the world and 38% of people say it would be because they are passionate about particular subjects or topics. Of those who don't think they would make a good teacher, 45% say this is because they are not confident standing up in front of people, 36% of people don't think they would like to work with young people and 29% have no experience working with young people. Twenty-seven (27%) of people don't think they are very good at explaining things and 21% are not sure they like any one subject enough to be able to teach it.

The city-based statistical variations report:

City-based data	Bradford	Birmingham	Brighton	Bristol	Hull	Leicester	Leeds	Liverpool	London	Manchester	Newcastle	Norwich	Nottingham	Plymouth	Sheffield	Southampton
Respondents – full sample	101	348	114	152	100	101	113	105	939	292	146	156	174	100	107	142
Respondents who would choose a different career path if they could pick again	61%	64%	58%	67%	71%	66%	66%	60%	65%	71%	69%	52%	61%	62%	63%	64%
Respondents who said they would change their current career if they could	49%	52%	56%	56%	52%	39%	57%	55%	55%	57%	54%	49%	56%	46%	45%	51%
Respondents who believe they would make a good teacher	41%	44%	47%	41%	37%	51%	42%	39%	46%	43%	41%	35%	47%	36%	48%	47%
Respondents looking to achieve 'something that makes them happier' if they were to change their current career	41%	32%	27%	44%	37%	34%	32%	39%	38%	35%	39%	32%	42%	37%	33%	44%
Respondents who believe they would make a good teacher because they are good at explaining things	32%	45%	44%	37%	46%	33%	51%	49%	44%	44%	35%	36%	60%	39%	47%	50%
Respondents who believe they would make a good teacher because they like working with young people	42%	43%	37%	44%	46%	41%	40%	46%	38%	38%	37%	29%	39%	33%	47%	53%
Respondents who believe they would make a good teacher because they can make learning fun	29%	42%	37%	35%	38%	49%	40%	34%	38%	49%	35%	40%	42%	44%	37%	47%
Respondents who believe they would make a good teacher because they can relate to others	44%	38%	28%	35%	49%	47%	45%	44%	38%	44%	27%	46%	40%	47%	24%	46%
Respondents considering switching careers who are looking to achieve a fulfilling role	37%	32%	23%	33%	35%	32%	41%	32%	35%	35%	35%	26%	31%	24%	33%	39%

Respondents considering switching careers who are looking to achieve wellbeing – having a career they enjoy while staying happy and healthy	40%	37%	28%	38%	37%	32%	41%	39%	36%	34%	39%	32%	36%	43%	26%	37%
Respondents considering switching careers looking to secure a more stable income / better paid role	31%	34%	28%	37%	30%	33%	45%	31%	36%	39%	32%	30%	38%	33%	25%	37%
Respondents who believe their current career feels more meaningless than it does rewarding, to the point where they consider leaving for another profession	47%	32%	37%	33%	39%	30%	28%	33%	35%	34%	35%	30%	32%	24%	27%	32%
Respondents who believe you are never too old for a change career	39%	56%	47%	57%	62%	44%	48%	51%	52%	49%	50%	65%	58%	57%	44%	55%
Respondents who cite ‘fear of the unknown’ as the main factor stopping them making a career change	21%	20%	17%	13%	18%	25%	20%	23%	20%	23%	19%	18%	23%	21%	19%	18%
Respondents who had considered changing career citing ‘not wanting to start from scratch / study again’ as the main barrier	21%	34%	35%	35%	29%	26%	38%	37%	33%	25%	29%	24%	33%	32%	31%	39%

**The regional statistical variations report:**

<b>Regional-based data</b>	<b>East of England</b>	<b>Greater London</b>	<b>East Midlands</b>	<b>West Midlands</b>	<b>North East</b>	<b>North West</b>	<b>South East</b>	<b>South West</b>	<b>Yorkshire and the Humber</b>
Respondents – full sample	324	455	312	345	143	394	529	301	388
Respondents who would choose a different career path if they could pick again	58%	68%	64%	64%	67%	69%	59%	67%	65%
Respondents who said they would change their current career if they could	48%	61%	51%	54%	52%	57%	51%	52%	52%
Respondents who believe they would make a good teacher	41%	53%	49%	43%	41%	42%	41%	41%	41%
Respondents considering switching careers who are looking to achieve wellbeing – having a career they enjoy while staying happy and healthy	33%	37%	40%	31%	37%	37%	39%	40%	37%

Respondents who believe they would make a good teacher because they are good at explaining things	43%	42%	44%	46%	35%	46%	46%	40%	45%
Respondents who believe they would make a good teacher because they like working with young people	34%	33%	43%	42%	36%	41%	46%	41%	43%
Respondents who believe they would make a good teacher because they can make learning fun	39%	33%	46%	40%	33%	45%	44%	41%	36%
Respondents who believe they would make a good teacher because they can relate to others	37%	41%	42%	38%	29%	43%	37%	40%	40%
Respondents considering switching careers who are looking to achieve a fulfilling role	30%	34%	31%	33%	36%	34%	35%	32%	37%
Respondents considering switching careers who are looking to achieve wellbeing – having a career they enjoy while staying happy and healthy	33%	35%	36%	35%	39%	36%	37%	38%	37%
Respondents considering switching careers who are looking to secure a more stable income / better paid role	33%	34%	36%	33%	33%	37%	36%	36%	33%
Respondents who believe their current career feels more meaningless than it does rewarding to the point where they consider leaving for another profession	26%	40%	31%	30%	37%	34%	34%	30%	36%
Respondents believe you are never too old for a career change	65%	46%	51%	55%	50%	48%	53%	57%	49%
Respondents who cite 'fear of the unknown' as the main factor stopping them making a career change	17%	20%	26%	18%	20%	23%	19%	17%	18%
Respondents who had considered changing career citing 'not wanting to start from scratch / study again' as the main barrier	27%	33%	33%	30%	26%	30%	35%	34%	31%