

## Decade dilemmas – exploring people’s career aspirations in the wake of 2020: 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 to explore in particular people’s job or career aspirations at the start of the year and how these have changed as a result of the Covid-19 pandemic in 2020.

The purpose of the survey was aimed at gaining further insights about those who may be considering a career change. It covers the kind of things respondents want to do more of as a result of experiences and all they have learnt or reflected on. Teaching as a career is explored as part of the research as well as people’s attitudes to teachers following their efforts as key workers during the pandemic and in society more generally. 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 20<sup>th</sup> November 2020 – 26<sup>th</sup> November 2020. The aim was to gain responses from 2,000 employed and/or unemployed but looking for work individuals in England, over the age of 18. The final response rate was 2,436. Teachers, as well as anyone unemployed and not looking for work or retired, were excluded from the research. 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.

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:

- Reflections on 2020 and how it has made people feel about their life plans
- How respondents are looking to approach 2021 based on how 2020 played out
- Aspects of life that respondents are looking to re-evaluate in the new year
- The impact of Covid-19 on their current job or career and whether respondents had to adapt their plans
- Particular features of jobs or careers that might appeal more in the future
- Exploring how happy and fulfilled respondents feel in their current role or career and the features they have valued since Covid-19
- The efforts of key workers, including teachers and how respondents feel the role compares to theirs

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 reflect on 2020 and how much they agreed or disagreed with a number of statements. In response to the statement “2020 has pushed me to my limits” respondents answered as follows: 22% strongly agree, 31% somewhat agree, 26% neither agree nor disagree, 12% somewhat disagree, 7% strongly disagree and 2% don’t know. To the statement “2020 has made me realise what is important to me”: 32% strongly agree, 39% somewhat agree, 20% neither agree nor disagree, 5% somewhat disagree, 3% strongly disagree and 1% don’t know. To the statement “2020 has been a year where I’ve learnt new skills”: 14% strongly agree, 30% somewhat agree, 27% neither agree nor disagree, 16% somewhat disagree, 12% strongly disagree and 2% don’t know. To the statement “2020 has made me plan my long-term future” respondents answered in the following way: 17% strongly agree, 31% somewhat agree, 30% neither agree nor disagree, 13% somewhat disagree, 7% strongly disagree and 2% don’t know. To the statement “2020 has enabled me to have a reset period”: 16% strongly agree, 33% somewhat agree, 27% neither agree nor disagree, 12% somewhat disagree, 11% strongly disagree and 2% don’t know. To the statement “2020 has enabled me to re-evaluate what I want from life”: 24% strongly agree, 37% somewhat agree, 25% neither agree nor disagree, 7% somewhat disagree, 5% strongly disagree and 2% don’t know. To the statement “2020 hasn’t been the year I had planned it to be”: 54% strongly agree, 23% somewhat agree, 14% neither agree nor disagree, 3% somewhat disagree, 4% strongly disagree and 1% don’t know.

Asked, if in light of Covid-19, their life plan will be different now, respondents answered as follows: 22% said yes definitely, 40% said yes they think so, 24% said no they didn't think so, 5% said no definitely not and 9% said they didn't know. When asked if 2020 had lived up to their expectations in terms of their job or career: 11% said yes definitely, 30% said yes they think so, 29% said no they didn't think so, 23% said no definitely not and 7% said I don't know. Asked if 2020 had been a disappointing year for their job or career: 21% said yes definitely, 26% said yes they think so, 31% said no they didn't think so, 16% said no definitely not and 5% said I don't know.

Respondents were asked to think back to early 2020, the start of a new decade, whether they set out any long-term job or career plans: 17% said yes definitely, 26% said yes I think so, 31% said no I don't think so, 20% said no definitely not and 5% said I don't know. Those who answered 'yes' to Q5, were asked if they had to adapt these long-term career plans in some way due to the Covid-19 pandemic: 36% said yes definitely, 40% said yes I think so, 17% said no I don't think so, 6% said no definitely not and 2% said I don't know.

Respondents were asked to look ahead to early 2021 and say how much they agreed or disagreed with a number of statements. In response to the statement *"I'm looking forward to early 2021 to reset for a new year"* respondents answered as follows: 25% strongly agree, 35% somewhat agree, 26% neither agree nor disagree, 7% somewhat disagree, 5% strongly disagree and 2% don't know. To the statement *"I'm looking forward to early 2021 to make new life plans"*: 21% strongly agree, 32% somewhat agree, 28% neither agree nor disagree, 10% somewhat disagree, 5% strongly disagree and 3% don't know. To the statement *"I'm looking forward to early 2021 to make new job/career plans"*: 16% strongly agree, 27% somewhat agree, 27% neither agree nor disagree, 14% somewhat disagree, 12% strongly disagree and 3% don't know. To the statement *"I'm looking forward to early 2021 to feel motivated again"*: 23% strongly agree, 34% somewhat agree, 28% neither agree nor disagree, 8% somewhat disagree, 5% strongly disagree and 2% don't know. To the statement *"I'm looking forward to early 2021 to remake plans that were disrupted in 2020"*: 26% strongly agree, 34% somewhat agree, 25% neither agree nor disagree, 8% somewhat disagree, 5% strongly disagree and 3% don't know. To the statement *"I'm looking forward to January 2021 to make a fresh start"*: 24% strongly agree, 31% somewhat agree, 28% neither agree nor disagree, 10% somewhat disagree, 5% strongly disagree and 2% don't know.

Respondents were asked how the Covid-19 pandemic has affected their current career or job role. Respondents said: my role has stayed the same but much busier (21%), I have been on periods of furlough (19%), the pandemic hasn't affected my career or job role (19%), my role has stayed the same but I've been much quieter (19%), I've stayed in my job but there has been more uncertainty (18%), I've stayed in my job role but I'm unhappy (13%), I've taken a pay cut in my current job role (10%), I've been moved to another job role in the same company or organisation (7%), I've been made redundant (6%), and other (3%).

Respondents were then asked about any aspects of their life that they are looking to re-evaluate in 2021 as a result of the Covid-19 pandemic. Respondents said: my health and wellbeing (40%), my job or career (30%), my hobbies and interests (27%), my relationships with loved ones (23%), the house/flat I live in (19%), the location I live in (18%), there are no aspects of my life I am looking to re-evaluate (24%) and other (1%).

Respondents were asked if there are features of their job or career that they have particularly valued since the Covid-19 pandemic has started. Respondents said: being able to work flexibly (28%), job security (28%), working as part of a team (26%), supportive colleagues (23%), knowing people appreciate my work (23%), being able to strike a work/life balance (21%), being able to help others in this difficult time (21%), knowing my work has a positive impact on society (19%), a supportive boss or senior leadership (18%), working in a dynamic environment (11%). Some respondents said: There are no features of my job or career that I have particularly valued since the Covid-19 pandemic has started (20%), as well as 2% stating they have not been employed and 1% said other.

Respondents were asked to think about their job or career plans in 2021 and how much they agreed or disagreed with the following statements. In response to the statement *"I would like to do more to help other people"* respondents answered as follows: 21% strongly agree, 36% somewhat agree, 32% neither agree nor disagree, 5% somewhat disagree, 3% strongly disagree and 2% don't know. To the statement *"I would like to feel more rewarded"*: 29% strongly agree, 38% somewhat agree, 25% neither agree nor disagree, 4% somewhat disagree, 2% strongly disagree and 2% don't know. To the statement *"I would like to feel more motivated"*: 27% strongly agree, 36% somewhat agree, 26% neither agree nor disagree, 6% somewhat disagree, 3% strongly disagree and 2% don't know. To the statement *"I would like to make more of my skills"*: 26% strongly agree, 35% somewhat agree, 29% neither agree nor disagree, 5% somewhat disagree, 2% strongly disagree and 2% don't know. To the statement *"I would like to give something back to society"*: 20% strongly agree, 34% somewhat agree, 33% neither agree nor disagree, 7% somewhat disagree, 3% strongly disagree and 3% don't know. To the statement *"I would like to have more meaning in my work"*: 22% strongly agree, 31% somewhat agree, 34% neither agree nor disagree, 7% somewhat disagree, 4% strongly disagree and 2% don't know. To the statement *"I would like to be paid more"*: 42% strongly agree, 32% somewhat agree, 20% neither agree nor disagree, 3% somewhat disagree, 2% strongly disagree and 2% don't know. To the statement *"I would like to have better benefits"*: 28% strongly agree, 35% somewhat agree, 27% neither agree nor disagree, 5% somewhat disagree, 2% strongly disagree and 2% don't know. To the statement *"I would like a better work/life balance"*: 28% strongly agree, 30% somewhat agree, 31% neither agree nor disagree, 7% somewhat disagree, 3% strongly disagree and 2% don't know. To the statement *"I would like more job security"*: 27% strongly agree, 28% somewhat agree, 32% neither agree nor disagree, 7% somewhat disagree, 4% strongly disagree and 2% don't know. To the statement *"I would like to feel I'm doing a good job each day"*: 33% strongly agree, 39% somewhat agree, 21% neither agree nor disagree, 3% somewhat disagree, 2% strongly disagree and 2% don't know. To the statement *"I would like to be more creative"*: 21% strongly agree, 32% somewhat agree, 32% neither agree nor disagree, 9% somewhat disagree, 4% strongly disagree and 2% don't know.

Asked if they were fulfilled by their current job or career: 19% yes definitely, 40% yes I think so, 23% said no I don't think so, 12% no definitely not and 6% said I don't know. Respondents were then asked to look ahead to the future and if they would like to do a job or career that helps others and they said: 23% yes definitely, 39% yes I think so, 18% no I don't think so, 6% no definitely not and 14% I don't know.

Respondents were asked to reflect on 2020, and select which of the following statements they agreed with: I've thought a lot about my career/job and I'm happy (23%), I've thought a lot about my career/job and I feel secure in it (22%), I've thought a lot about my career/job and it's time for a change (20%), I've thought a lot about my career/job and I'm confused about what to do (18%), I've thought a lot about my career/job and I'm unhappy (16%), I've thought a lot about my career/job and I don't feel secure in it (15%), and 18% answered none of the above statements.

Respondents were asked, in relation to their own career plans, if they have been inspired by the efforts of the nation's key workers, and they said: 31% yes definitely, 33% yes I think so, 19% no I don't think so, 7% no definitely not and 10% I don't think so.

Thinking about the efforts of teachers in 2020, respondents were asked how much they agreed or disagreed with a number of statements. In response to the statement *“I’ve had a lot of admiration for the work teachers have done in 2020”* respondents answered as follows: 32% strongly agree, 32% somewhat agree, 22% neither agree nor disagree, 7% somewhat disagree, 5% strongly disagree and 4% don’t know. To the statement *“Teachers have pulled out all the stops in 2020”*: 26% strongly agree, 32% somewhat agree, 25% neither agree nor disagree, 7% somewhat disagree, 6% strongly disagree and 5% don’t know. To the statement *“Teachers should be proud of how they have supported the national effort this year”*: 32% strongly agree, 34% somewhat agree, 21% neither agree nor disagree, 6% somewhat disagree, 4% strongly disagree and 4% don’t know. To the statement *“Teachers have done more than I have been able to in my current role to support the national effort this year”*: 26% strongly agree, 28% somewhat agree, 25% neither agree nor disagree, 9% somewhat disagree, 7% strongly disagree and 4% don’t know. To the statement *“Teachers should feel a huge sense of pride this year”*: 32% strongly agree, 32% somewhat agree, 22% neither agree nor disagree, 6% somewhat disagree, 4% strongly disagree and 4% don’t know. To the statement *“Teachers have made a positive impact in communities and society this year”*: 29% strongly agree, 34% somewhat agree, 22% neither agree nor disagree, 7% somewhat disagree, 4% strongly disagree and 4% don’t know.

Thinking about the role of teachers in society more generally, respondents were asked how much they agreed or disagreed with a number of statements. In response to the statement *“I have a lot of admiration for the work teachers do”* respondents answered in the following way: 33% strongly agree, 34% somewhat agree, 20% neither agree nor disagree, 6% somewhat disagree, 4% strongly disagree and 3% don’t know. To the statement *“Teachers do all they can to help the next generation succeed”*: 33% strongly agree, 37% somewhat agree, 19% neither agree nor disagree, 5% somewhat disagree, 3% strongly disagree and 3% don’t know. To the statement *“Teachers should feel a huge sense of pride for the job they do”*: 36% strongly agree, 34% somewhat agree, 18% neither agree nor disagree, 5% somewhat disagree, 3% strongly disagree and 3% don’t know. To the statement *“Teachers make a positive impact in their communities”*: 33% strongly agree, 36% somewhat agree, 21% neither agree nor disagree, 4% somewhat disagree, 3% strongly disagree and 3% don’t know.

Finally respondents were asked to compare their current work to the role of teachers, and respondents were asked how much they agreed or disagreed with a number of statements. In response to the statement *“Teachers do more to help others than I can in my job”* respondents answered in the following way: 24% strongly agree, 31% somewhat agree, 25% neither agree nor disagree, 10% somewhat disagree, 7% strongly disagree and 3% don’t know. To the statement *“Teachers do more to nurture talent than I can in my job”*: 32% strongly agree, 33% somewhat agree, 22% neither agree nor disagree, 7% somewhat disagree, 4% strongly disagree, 3% don’t know. To the statement *“Teachers do more to shape the next generation”*: 37% strongly agree, 33% somewhat agree, 18% neither agree nor disagree, 5% somewhat disagree, 3% strongly disagree and 3% don’t know. To the statement *“Teachers do more to help society than I can do in my job”*: 24% strongly agree, 30% somewhat agree, 26% neither agree nor disagree, 10% somewhat disagree, 7% strongly disagree and 3% don’t know. To the statement *“Teachers have more opportunities for progression than I do in my job”*: 24% strongly agree, 29% somewhat agree, 28% neither agree nor disagree, 10% somewhat disagree, 5% strongly disagree and 4% don’t know. To the statement *“Teachers do more to help the local community than I can in my job”*: 24% strongly agree, 31% somewhat agree, 26% neither agree nor disagree, 9% somewhat disagree, 7% strongly disagree and 4% don’t know. To the statement *“Teachers have a more fulfilling role than I do in my job”*: 22% strongly agree, 29% somewhat agree, 29% neither agree nor disagree, 10% somewhat disagree, 7% strongly disagree and 4% don’t know. To the statement *“Teachers have a more rewarding role than I do in my job”*: 22% strongly agree, 30% somewhat agree, 28% neither agree nor disagree, 9% somewhat disagree, 7% strongly disagree and 4% don’t know. To the statement *“Teachers have more opportunities to be creative each day than I do in my job”*: 28% strongly agree, 34% somewhat agree, 22% neither agree nor disagree, 8% somewhat disagree, 5% strongly disagree and 3% don’t know. To the statement *“Teachers have more job security than I do in my job”*: 26% strongly agree, 26% somewhat agree, 28% neither agree nor disagree, 10% somewhat disagree, 7% strongly disagree and 4% don’t know.

**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
<i>Number of respondents per city in the overall sample</i>	221	100	100	136	100	116	103	123	222	145	146	147	104	105	100	100
Respondents who are looking forward to early 2021 to make new job/career plans*	41%	51%	43%	45%	34%	36%	40%	47%	39%	43%	34%	47%	49%	33%	40%	47%
Respondents who don’t think 2020 has lived up to their expectations in terms of their job or career**	46%	56%	52%	50%	56%	50%	46%	58%	53%	46%	53%	52%	58%	62%	50%	54%
Respondents who agree they would like to feel more rewarded in their job or career in 2021*	66%	72%	67%	65%	64%	69%	58%	65%	64%	73%	66%	64%	76%	68%	69%	75%
Respondents who agree they would like a job role or career in the future that helps others***	57%	60%	57%	65%	62%	63%	56%	69%	56%	61%	50%	63%	68%	61%	62%	67%

Respondents who agree teachers have a more rewarding role than they do*	51%	55%	47%	49%	50%	47%	46%	55%	50%	60%	51%	55%	52%	53%	47%	53%
Respondents who agree 2020 has made them realise what is important to them*	70%	75%	73%	72%	72%	66%	70%	72%	69%	75%	74%	76%	76%	73%	69%	73%
Respondents who said they are looking to re-evaluate their job or career in 2021, as a result of the pandemic	30%	31%	32%	31%	22%	15%	24%	34%	30%	30%	25%	29%	38%	26%	29%	35%
Respondents who said they started the new decade with long-term job or career plans***	39%	50%	43%	43%	34%	40%	42%	43%	41%	41%	33%	43%	40%	46%	36%	51%
Respondents who answered yes to Q5 and who have had to adapt these plans due to the Covid-19 pandemic***	67%	80%	88%	71%	74%	61%	72%	79%	73%	80%	75%	76%	76%	79%	72%	71%
Respondents who said they would like to give something back to society, thinking about their 2021 career plans*	48%	61%	56%	51%	53%	50%	50%	57%	51%	58%	50%	52%	60%	55%	50%	58%
Respondents who have been inspired by the efforts of the nation's key workers***	63%	65%	74%	65%	61%	66%	52%	63%	60%	61%	57%	69%	61%	61%	60%	66%
Respondents who agree they have a lot of admiration for the work done by teachers in 2020*	57%	63%	66%	60%	68%	56%	62%	58%	55%	73%	67%	67%	65%	70%	57%	69%
Respondents who agree teachers should feel a huge sense of pride for the work they do in society more generally*	63%	70%	73%	71%	73%	68%	71%	67%	63%	76%	78%	73%	76%	79%	62%	75%
Respondents who agree that teachers do more to shape the next generation than they can do in their job*	67%	74%	71%	69%	77%	72%	76%	75%	65%	72%	72%	74%	72%	67%	69%	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
<i>Number of respondents per region in the overall sample</i>	267	368	257	232	136	344	153	308	371
Respondents who are looking forward to early 2021 to make new job/career plans*	38%	54%	42%	44%	44%	42%	42%	43%	40%
Respondents who don't think 2020 has lived up to their expectations in terms of their job or career**	53%	55%	49%	48%	46%	54%	52%	56%	53%
Respondents who agree they would like to feel more rewarded in their job or career in 2021*	66%	65%	61%	65%	74%	67%	70%	70%	68%
Respondents who agree they would like a job role or career in the future that helps others***	57%	70%	58%	59%	60%	64%	53%	66%	62%

Respondents who agree teachers have a more rewarding role than they do*	50%	56%	51%	51%	61%	53%	50%	50%	50%
Respondents who agree 2020 has made them realise what is important to them*	70%	67%	70%	73%	77%	71%	73%	74%	70%
Respondents who said they are looking to re-evaluate their job or career in 2021, as a result of the pandemic	27%	38%	30%	30%	29%	33%	32%	31%	22%
Respondents who said they started the new decade with long-term job or career plans***	41%	56%	38%	39%	43%	42%	39%	47%	40%
Respondents who answered yes to Q5 and who have had to adapt these plans due to the Covid-19 pandemic***	71%	80%	72%	69%	79%	78%	78%	77%	72%
Respondents who said they would like to give something back to society, thinking about their 2021 career plans*	51%	60%	50%	52%	60%	53%	49%	58%	53%
Respondents who have been inspired by the efforts of the nation's key workers***	60%	70%	62%	63%	62%	61%	65%	64%	64%
Respondents who agree they have a lot of admiration for the work done by teachers in 2020*	66%	67%	63%	57%	74%	58%	67%	65%	60%
Respondents who agree teachers should feel a huge sense of pride for the work they do in society more generally*	75%	73%	69%	66%	77%	65%	73%	75%	68%
Respondents who agree that teachers do more to shape the next generation than they can do in their job*	70%	67%	73%	67%	73%	69%	70%	70%	74%

\* Combines somewhat agree and strongly agree

\*\* Combines No, I don't think so and No definitely not

\*\*\* Combines Yes, definitely and Yes, I think so