

## **The Millennial Career Crossroads: 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 full-time, part-time working public or job seekers (those aged between 21-40 years old and who studied in higher education) about their inclination and motivation for making significant changes to their lifestyle, including changing careers.

The purpose of the survey was aimed at gaining further insights about those considering a lifestyle and/or career change, and what might propel them to do so. 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 \(2019\)](#) between 29<sup>th</sup> October 2019 – 13<sup>th</sup> November 2019. The aim was to gain responses from 2,000 of the full-time, part-time working public or job seekers (those aged between 21-40 years old and who studied in higher education), excluding teachers. The final response rate was 2,017. 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. When referring to the general population/public and respondents in the report, teachers, retirees, those not looking for work, those outside of the age bracket and those who have not studied in higher education; 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, work status, city and region.

Questions for respondents explored the following topics and themes:

- How do people feel about making significant changes to their lifestyle and to what extent they are thinking of making these changes.
- If respondents are looking to make a change to their lifestyle, what changes they are looking to make, what would prompt them to do so, and when are they most likely to make a change.
- How happy people feel in their current career or job role, if they have ever felt at a career crossroads, and what time of year they are more likely to consider a career or lifestyle change.
- To what extent respondents consider themselves to be in their dream job, compared to what they thought this might be whilst at university.
- What factors might encourage them to consider a career change before the age of 40, alongside reflecting on their life and approach to their 20s and 30s.
- Whether teaching could provide them with a more fulfilling option in the future, their thoughts on teaching more generally in terms of long-term prospects and how equipped they would feel becoming one.

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**

Respondents were asked how they feel when making a significant change to their lifestyle: 50% said they like change, 19% said they don't like change, and 29% neither like nor dislike change. When asked to what extent they are thinking about making a change to their lifestyle, 44% said this is something they are actively looking to do, whilst 47% said they are considering it. Just under 7% said they are not looking to change anything about their lifestyle and 2% had not thought about it. Those who are actively looking to change something about their lifestyle or considering making a change, were asked what aspects of their lifestyle they might be looking to change in the near future, 62% stated their career or job role. In addition to this, 60% said their approach to health and wellbeing, 42% said the house they live in 41% said their hobbies or interests, and 32% said the location they live in. Twenty-two per cent said their relationship and less than 1% stated 'other'.

Of the factors most likely to prompt respondents to want to make a lifestyle change, 45% said wanting something that motivates them more, 39% said wanting more control of their life, 35% said wanting something new to focus on, 32% said wanting more rewarding interactions, 31% said wanting more of a challenge. Respondents were asked if they have ever felt at a crossroads in their job or career, and 57% said 'yes, more than once', 29% said 'yes, once', and 13% answered 'no'. Employed respondents were also asked how they feel about their current job role or career. In response to this question, 39% said it is not something they feel particularly passionate about, compared to 32% who said it was something they felt passionate about, whilst 14% felt their current job role or career defines them and 12% said it is something they dislike.

Respondents were asked what factors influenced their decision to try something new in the past: 62% said they felt unhappy in their situation at the time and wanted to change it, 55% said a desire to have a fresh start, 46% said encouragement from family and friends, 27% said influence from their colleagues or peers, 21% said the time of year, and 21% also said influence from third parties such as TV programme, social media and adverts. When asked about the time of year they would most likely make a change, respondents said: 19% at the start of a new calendar year, 18% said in the Spring, 14% said in the Summer and 10% said in the Winter. There were 20% of respondents who didn't think a particular time of year would encourage them to make a change to their lifestyle.

Respondents were asked about their idea of a 'dream job' whilst at university and if they consider themselves to be in this currently. In answer to this, 28% said they never had a 'dream job', 26% didn't feel they were in their 'dream job' as their idea of it had changed, 26% said they are not in it but plan to be before the age of 40, and 16% felt they were in their 'dream job'. When asked employed respondents how happy or unhappy they were in their current job or career, 14% said they were very happy, 40% said they were quite happy, 29% said neither happy nor unhappy, 14% said quite unhappy and 3% said they were very unhappy.

When asked how likely or unlikely they were to make a change to their job role or career in the near future, 20% said extremely likely, 48% said somewhat likely, 16% neither likely nor unlikely, 11% said somewhat unlikely, and 4% said extremely unlikely. Respondents aged 21-39 were asked what factors would make them consider a career change before the age of 40, and they answered as follows: 44% said they want a more rewarding career, 41% said better long-term prospects, 40% said because they don't feel like they are achieving their full potential in their current role, 31% said the prospect of trying something new, and 26% said the current career or job role is what they thought they would be doing. Furthermore, 23% said their current career or job role is strangling their creativity, and 20% said that if they were going to change job role or career then they would want to do it in their 20s or 30s.

The survey asked respondents aged 21-34 to say which statements they most agreed with when thinking about how to spend their 20s and early 30s, as follows: 36% said it was a good time to gain different experiences; 32% said it is a good time to try new things; 31% said it is a good time to travel; 27% said it is a good time to save; 27% said it is a good time to learn about your strengths and weaknesses; and 27% said it is a good time to consider what matters in life.

When it came to teaching as a career, respondents were asked if they were looking for a more fulfilling job or career in the future, whether teaching is something they think would provide this: 13% said yes definitely, 55% said yes probably, 18% said no not really, and 11% said no not at all. Respondents were also asked what they think about teaching as a career in terms of prospects, and 48% said they thought it was a rewarding vocation, 46% said they thought it was a career where they are continually learning and developing, 35% said they thought it was a career with progression opportunities, 24% said it was a career where you could realise your ambitions, and 17% said they thought it was just a job.

Respondents were asked if they were to change career and retrain as a teacher, would they feel more equipped to do the role now rather than straight after university: 26% said yes definitely, 47% said yes probably, 13% said no not really and 5% said no not at all. Finally, respondents were asked a number of statements about teaching as a career and asked which they agreed with, the results were as follows: that being a teacher allows you to positively impact a child's life (55%), it helps to shape the next generation (52%), it is a chance to pass on your knowledge and skills (48%), it is an honourable profession (45%) and it helps you to give something back (43%).

**The city-based statistical variations report:**

City-based data	Birmingham	Bradford	Brighton	Bristol	Hull	Leicester	Leeds	Liverpool	London	Manchester	Newcastle	Nottingham	Norwich	Oxford	Sheffield	Southampton
<i>Number of respondents per city in the overall sample</i>	167	91	85	101	95	79	82	90	541	182	79	78	87	85	85	81
Respondents who are employed say they are likely to make a major change to their current job or career in the near future.	58%	64%	63%	65%	77%	72%	67%	73%	69%	66%	63%	75%	73%	64%	73%	61%
Respondents who are employed state their current job or career is not something they feel particularly passionate about.	42%	31%	31%	35%	34%	33%	42%	36%	37%	40%	49%	43%	48%	40%	44%	46%
Respondents aged 21-39 who say the desire for a more rewarding job could be the reason they look to change roles before the age of 40.	40%	37%	48%	43%	37%	39%	43%	48%	48%	45%	45%	48%	38%	40%	48%	41%
Respondents who believe teaching could provide them with a more fulfilling job or career.	56%	91%	79%	65%	88%	68%	77%	69%	67%	63%	71%	67%	62%	65%	71%	65%
Respondents stating that they have felt at a crossroads in their job or career at least once in their professional lives.	82%	77%	79%	87%	84%	87%	93%	88%	89%	90%	87%	92%	85%	85%	85%	79%
Respondents who cite life stage (in their 20s & 30s) as a factor when considering a career change.	20%	17%	17%	18%	20%	25%	19%	14%	21%	24%	19%	21%	28%	21%	21%	13%

Respondents aged 21-39 who consider the start of a new calendar year as a time they would most likely consider a lifestyle change.	22%	33%	25%	23%	20%	18%	20%	18%	20%	11%	19%	17%	18%	16%	11%	22%
Respondents who cite wanting more long-term prospects among factors that would make them consider switching careers.	39%	26%	47%	43%	39%	36%	44%	40%	43%	40%	37%	36%	55%	38%	50%	40%
Respondents who cite wanting something that motivates them more among the factors most likely to prompt them to make a lifestyle change.	46%	29%	40%	45%	38%	54%	46%	49%	45%	46%	39%	50%	40%	54%	46%	42%
Respondents who cite wanting more rewarding interactions among the factors most likely to prompt them to make a lifestyle change.	32%	30%	31%	32%	34%	25%	35%	21%	34%	32%	39%	37%	33%	35%	34%	23%

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>	248	374	172	176	83	255	315	211	183
Respondents who are employed say they are likely to make a major change to their current job or career in the near future.	71%	74%	77%	59%	62%	69%	62%	59%	67%
Respondents who are employed state their current job or career is not something they feel particularly passionate about	37%	36%	35%	44%	47%	39%	37%	39%	46%
Respondents aged 21-39 who say the desire for a more rewarding job could be the reason they look to change roles before the age of 40	35%	47%	51%	39%	44%	47%	47%	35%	49%
Respondents who believe teaching could provide them with a more fulfilling job or career.	73%	70%	70%	56%	71%	64%	65%	77%	72%
Respondents stating that they have felt at a crossroads in their job or career at least once in their professional lives.	89%	90%	91%	84%	86%	89%	86%	70%	87%
Respondents aged 21-39 who cite life stage (in their 20s & 30s) as a factor when considering a career change.	20%	23%	24%	20%	22%	19%	17%	17%	21%
Respondents who consider the start of a new calendar year as a time they would most likely consider a lifestyle change	14%	18%	12%	20%	22%	14%	22%	36%	18%
Respondents aged 21-39 who cite wanting more long-term prospects among factors that would make them consider switching careers.	40%	41%	39%	40%	40%	40%	45%	39%	45%
Respondents who cite wanting something that motivates them more among the factors most likely to prompt them to make a lifestyle change.	42%	42%	53%	46%	41%	46%	46%	37%	51%
Respondents who cite wanting more rewarding interactions among the factors most likely to prompt them to make a lifestyle change.	34%	35%	32%	31%	41%	29%	32%	27%	34%