

## **Soft messaging survey on behalf of *Get Into Teaching***

### **Introduction**

SKV Communications and Kindred Agency commissioned Censuswide to carry out a survey on behalf of the *Get Into Teaching* campaign, asking teachers and the non-teaching public from other professions about the extent to which they experience emotionally rewarding benefits from their career. Respondents were asked a set of questions about the frequency with which they experience 'goosebump' moments. The 'goosebump' moments are defined as rewarding, positive feelings, which in this context contributes to personal or career satisfaction and fulfilment. The purpose of the survey was aimed at gaining further insights into how much teachers get out of their jobs (in terms of making a difference, inspiring others, realising their ambitions) compared to other careers, and the reasons why people choose and enjoy teaching.

Findings from the survey were used to inform campaign development and marketing, in particular public relations activity aimed at our core audiences in the new recruitment year. Press releases based on the main survey findings were proactively shared with target national and regional media for publication from 10 November 2016. The press releases also include 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 3 August 2016 to 15 August 2016. The aim was to gain responses from 1,000 teachers and 3,500 members of the general non-teaching public. The final response rate was 1,004 teachers (536 primary teachers and 468 secondary teachers) and 3,506 non-teachers working in other professions. All responses were gathered using an online survey consisting of 15 questions. The respondents for the survey were recruited via a random 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 teachers and other employed individuals.

The way the survey was built meant that respondents were asked a number of preliminary screening questions to gather their demographic data, which allowed the results to be analysed. This demographic data included teacher/non-teacher, age, gender, city, region and educational status. Those who identified themselves as unemployed were not able to continue with the survey and do not feature in the results.

The research company Censuswide employs members of the [Market Research Society](#) and their research activity abides by the [ESOMAR](#) principles.

Questions to respondents covered the following topics and themes:

- The motivating factors for choosing a career and enjoying their jobs;
- Asking if people feel they make a difference to society in the job they do;
- How much people feel they inspire and shape the lives of others;
- The ways in which people find their job rewarding and why;
- The frequency of 'goosebump' moments and what these moments mean to people as part of their job;
- What makes the hard work in people's jobs worth it;
- How proud people feel of the job they do and the frequency in which they feel this pride.

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. For the non-teachers, with a 1.65% margin of error (at a 95% confidence interval), if we ran this research again to the same sample, we would only see the percentage difference of 1.65% either way.

The results were analysed to compare the findings from the teaching and non-teaching public. The non-teaching general public working in other professions were randomly drawn from people working in the following sectors: engineering, science, accountancy, financial services, health, legal, retail, media, marketing, charity, sales, and training.

### **Summary of findings**

Based on a sample size of 1,004 teachers and 3,506 of the non-teaching public, the statistics show that one quarter (25%) of the non-teaching sample say they have never experienced 'a moment that gives them goosebumps' in their working lives, compared to 7% of teacher respondents. Over half (57%) of the teachers reported a 'goosebump' moment at work within the past three weeks, compared to 49% of non-teaching employees. Three-quarters of teachers (77%) have enjoyed a 'goosebump' moment within the last eight weeks, compared with 60% of those surveyed working in other professions.

Based on the findings of the sample surveyed, teaching was ranked first in a 'goosebumps' scale – comparing when employees from different sectors last enjoyed such a rewarding, positive feeling in a 'goosebump' moment. Of the respondents questioned, those working in the health sector rank second, media and marketing third, charity fourth, and legal fifth, followed by accountancy and sales.

Based on the survey findings, 98% of teachers are proud of the job they do in society, whereas 12% of those in the general non-teaching sample say they are never proud of the job they do in society. On average, teachers feel a sense of pride in the job they do one day a week more than non-teachers, three days compared to two days, respectively. Three-quarters (77%) of teachers feel proud of the job they do at least once a week, compared to 61% of the non-teaching public.

