

## Headline Skills Insights – Representative YouGov Poll

### Methodology

This report contains data from two surveys:

1. 18<sup>th</sup> – 21<sup>st</sup> December 2017, with a response of 1,088 London adults.
2. 22<sup>nd</sup> – 26<sup>th</sup> January 2018. Questions were asked only to parents of children between 5-18 years old. The total sample is 171.

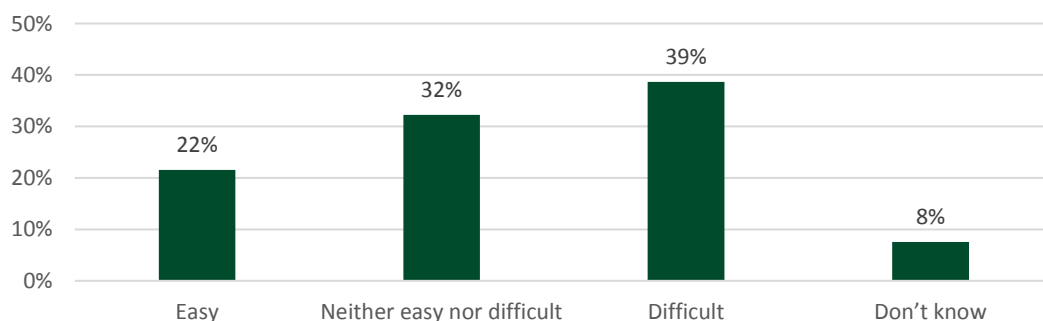
Pages 1-6 contain results from the December 2017 survey. Pages 6-7 contain results from the January 2018 survey. The figures have been weighted to be representative of all Londoners aged 18+. Respondents completed the surveys online from an email link. YouGov Profiles data is based on the respondents to this survey and a database of 330,000 UK adult panellists, with 40,000 in London.

### December 2017

#### Workplace progression

**39% of working Londoners say it is difficult to progress in their current workplace, compared to 22% who think it is easy.** Working Londoners under 25 are more than twice as likely to think that they can progress in their current workplace, 46%, compared to 21% of those aged 25-49.

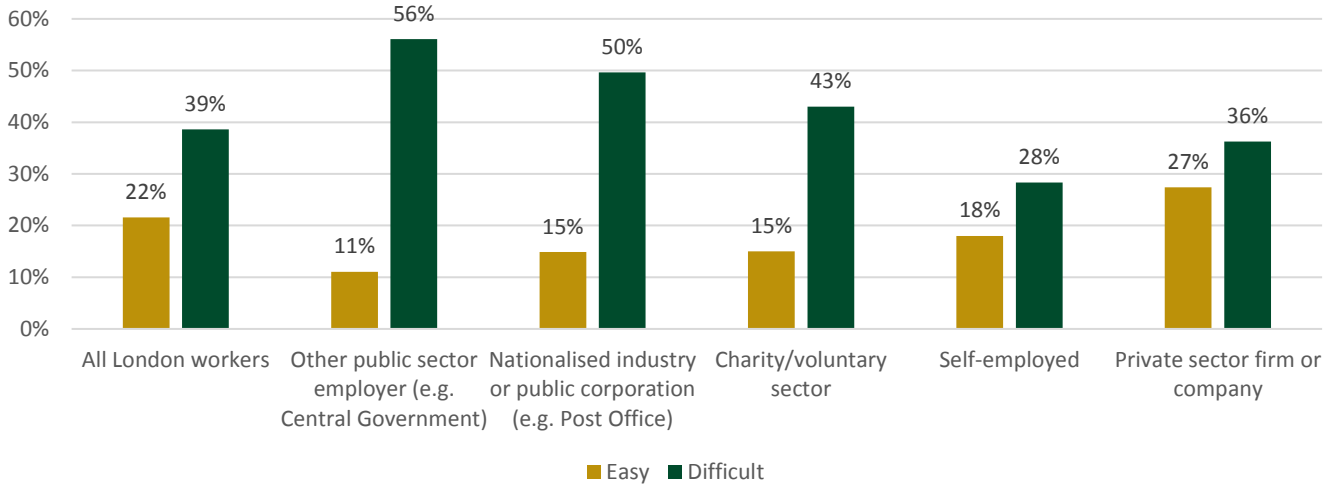
#### Ease of workplace progression



ABC1 Londoners are more likely to say that it is difficult to progress in their current workplace, as are BAME Londoners. White Londoners are more likely to say that it is easy to progress in their current workplace, although still on balance say it is difficult (25% to 37%). Homeowners and those working full time are most likely to say it is difficult to progress.

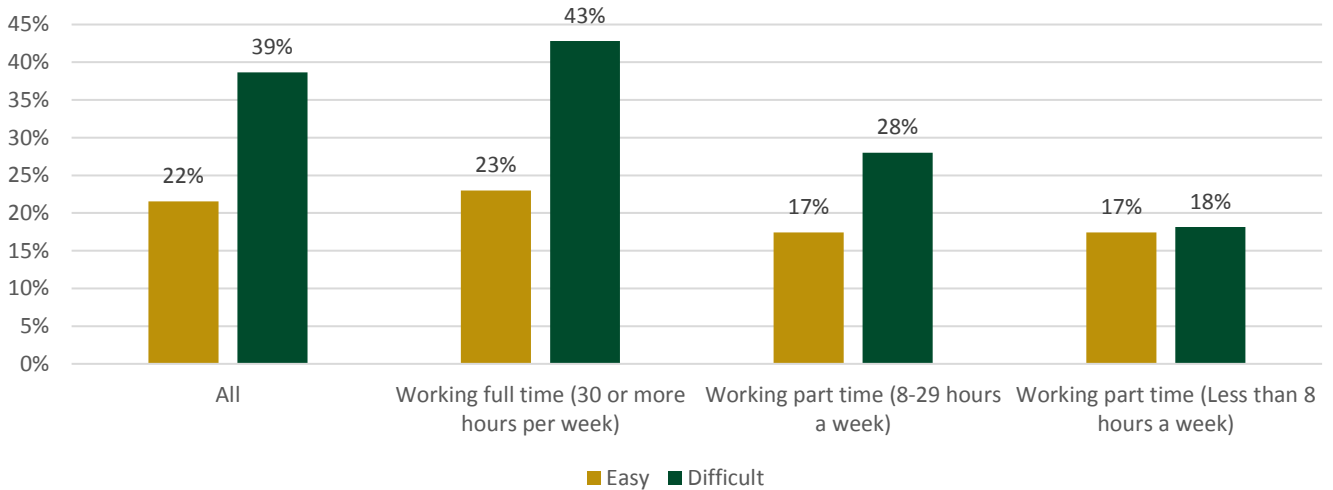
Those who work for the public or third sector are most likely to say that it is difficult to change the sector they work in. Those working for private firms and the self-employed are more positive, although still on average think it is difficult.

Ease progressing in current workplace, by organisation type



Those in full time roles are most likely to find it difficult to progress in the workplace – with those working the fewest hours feeling that it is the easiest for them to progress. This may relate to that those working less than 8 hours per week having chosen to take on reduced hours, so feel that they could chose to take on more hours.

Ease progressing in current workplace, by employment status



The top barrier to workplace progression is there not being a role to progress into (39%). This is followed by 19% thinking they are not sufficiently supported by management and 14% not wanting to progress. 14% also feel that their skills and experience are a barrier to progression.

Barriers to in work progression

Only asked to those in work (n=649)

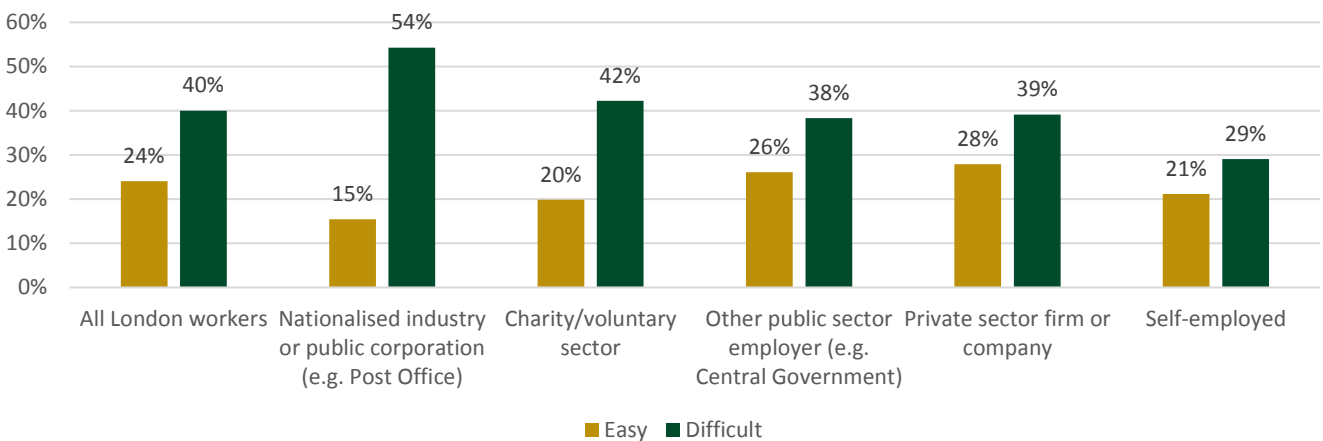


Just 24% of Londoners say they think it would be easy to change the sector or role they work in, whilst 40% say it would be difficult.

Londoners in their 20s are most likely to think it's easy to change the sector or role they work in, whilst those in the 30s are most likely to say it is difficult. There is little difference by social grade, ethnicity or gender, but generally those in managerial or senior roles say it is more difficult to change the sector.

Those in hospitality or retail sectors say it is easier to change the sector they work in, as are those who work in the private sector. Those who work for public corporations, such as the Post Office, BBC and network rail are most likely to say that it is difficult to change the sector they work in. Those working for private firms and the self-employed are more positive, although still on average think it is difficult.

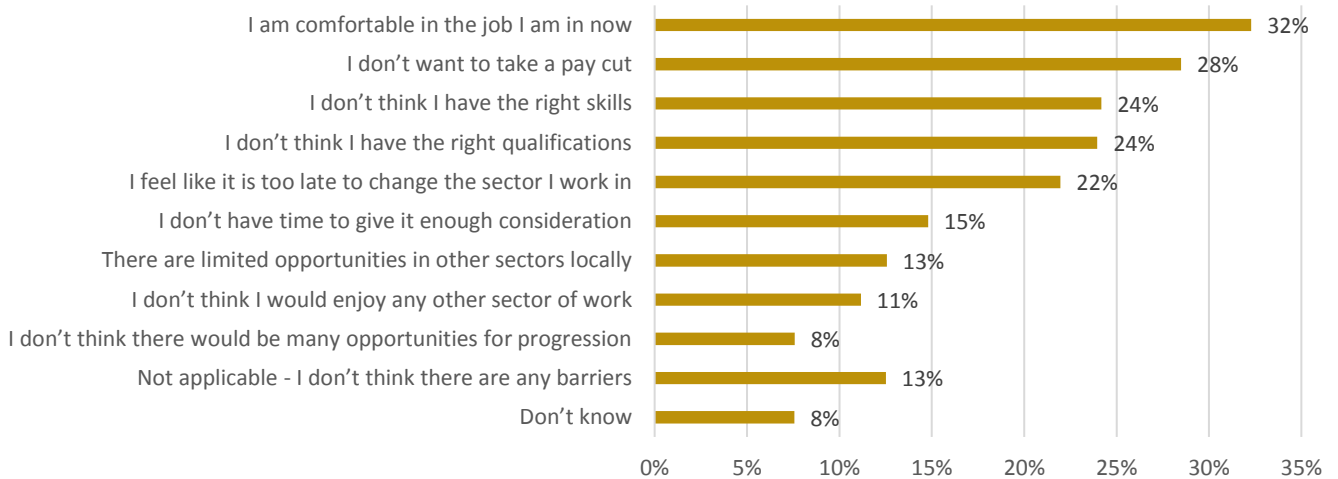
Ease of changing sector by organisation type



The top reasons for not changing the sector or role worked are being comfortable in the current role (32%), not wanting to take a pay cut (28%) and having the right skills or qualifications (24%).

Barriers to changing employment sector

Only asked to those in work (n=649)



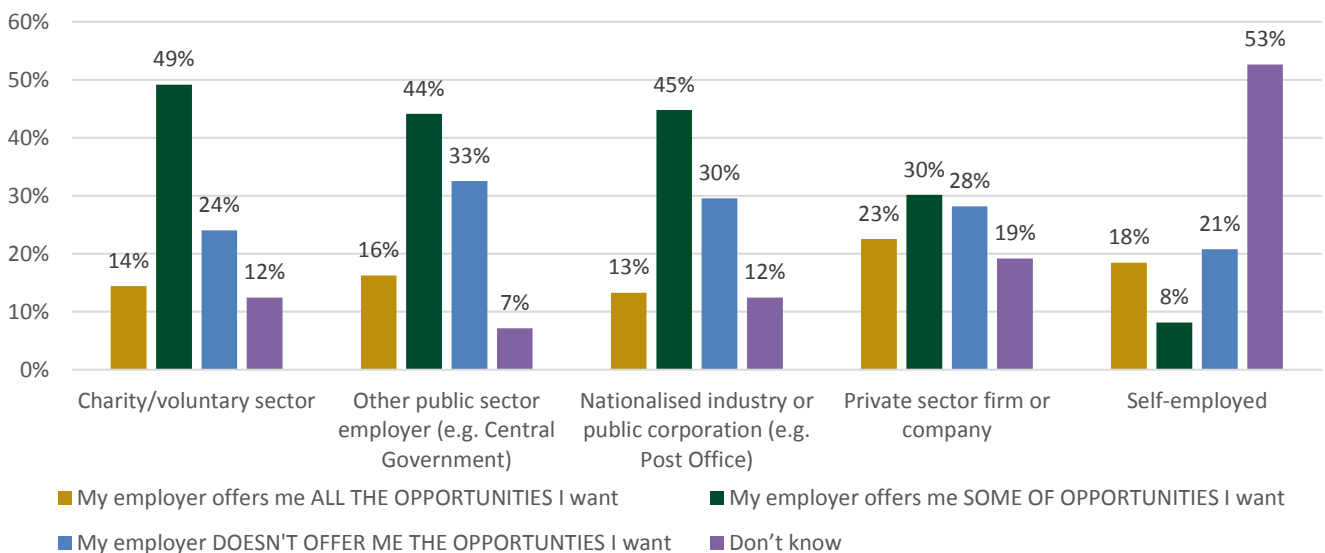
**Learning and development**

Just 20% of working Londoners say that their employer offers all the opportunities for progression or continuing professional development (CPD) in the workplace they would want. 32% say they are provided with some of the opportunities they want and 27% say there are no opportunities for CPD in the workplace.

Younger Londoners are more likely to say they have been offered opportunities for progression, whilst C2DE Londoners are much more likely to say that they don't know.

Workers in the charity or public sector say they are offered the most opportunities for workplace development, least in the private sector. Self-employed Londoners are most likely to say they don't know.

Opportunities for CPD in the workplace, by employment status



52% of Londoners say they know at least a little bit about the learning and training opportunities available to them, 27% say they don't know anything.

Higher professional and managerial workers are more likely to know something about the learning and training opportunities available to them, junior and unskilled workers are less likely. This is also reflected in differences by social grade, 23% of ABC1 Londoners say they know a lot about learning and training opportunities available to them, compared to 11% of C2DE Londoners. Those aged 25-49 are also the most likely to know about learning and training opportunities.

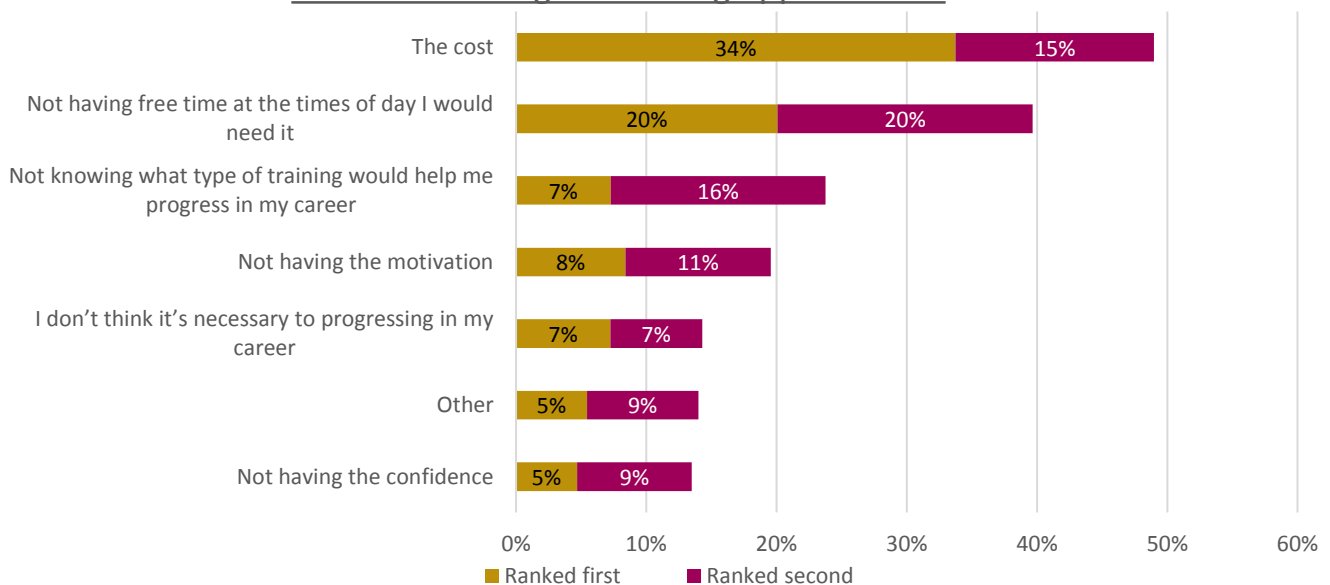
To **find out more about developing new skills in the workplace**, the most popular place to go for information is internet searches (30%) followed by talking to the employer (13%). Just 1% would go to Facebook and less than 1% would look to Twitter, whilst 18% say they don't know.

As would be expected, younger Londoners favour internet searches and LinkedIn, whilst those aged 50+ are significantly more likely to say they are not interested. White C2DE Londoners are also more likely to say that they are not interested in developing new workplace skills.

When asked what the **preferred way of developing new skills for the workplace** would be, by far the most popular is learning on the job (39%), although again a large number (21%) say that they don't know. A certified course or formal external training is favoured by 12% and 11% of Londoners respectively.

The biggest **barriers to taking on learning or training opportunities** are firstly the cost (49% ranked as a top one or two option), followed by not having free time at the times of day that are needed (40%).

### Barriers to taking on learning opportunities



Younger Londoners, ethnic minorities and women are most likely to say that cost is a barrier – lower social grades are most likely to say that they don't know. C2DE Londoners are more likely to say that they don't think additional learning would help with their career, as are Londoners aged 50+.

Just 6% of Londoners are aware of and know something about **government support to undertake training**. 55% of Londoners say they have not heard of this type of government support and a further 20% say they don't know. ABC1 Londoners are slightly more aware of this support, but are no more likely to know what it offers.

Most Londoners say they would not be eligible for government support (54%), or that they don't know (32%). 15% think they might be eligible for this government support. Those under 25 and C2DE Londoners

are more likely to say they would 'definitely' be eligible for support, whilst White Londoners are more likely to think that they would not be eligible.

**January 2018**

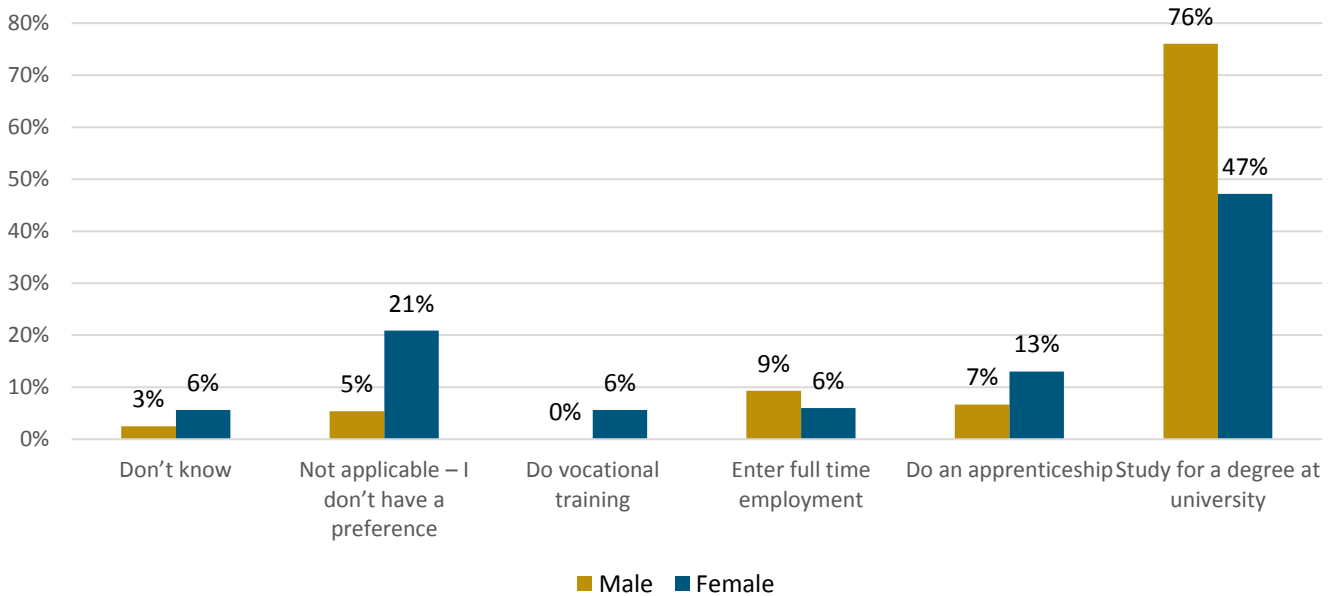
**Aspirations for children**

These questions were asked to parents of children between 5-18 years old. The total sample is 171.

61% of parents would most like for their child to study for a degree at university. This compares to 10% who want their child to do an apprenticeship and 8% want them to enter full time work. 14% say they don't have a preference (this is mostly from parents of younger children).

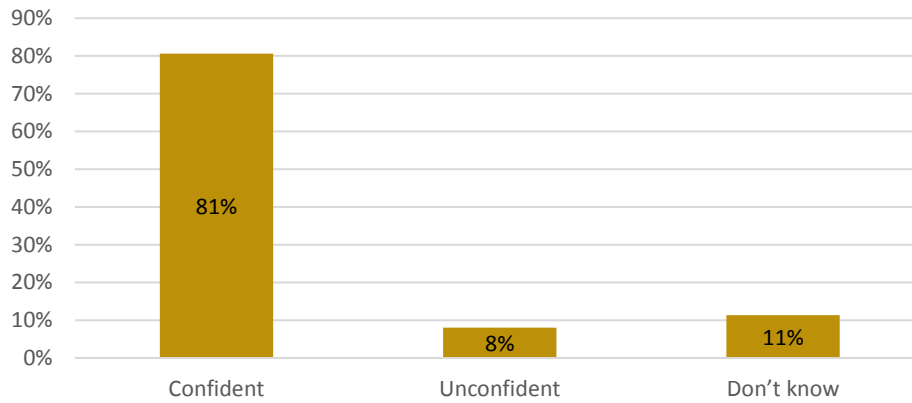
The chart below shows the large gender disparity for a number of the career options – particularly apparent with 76% of fathers wanting their child to go to university, compared to just 47% of mothers. Similarly, 21% of mothers don't have a preference for their child, compared to just 5% of fathers.

Parent's aspirations for their child post school / college, by parent gender  
*n:171*



81% of parents are confident that their child will be able to achieve the aspiration they have for them – 8% are not confident.

Confidence that child will be able to meet parent's aspiration



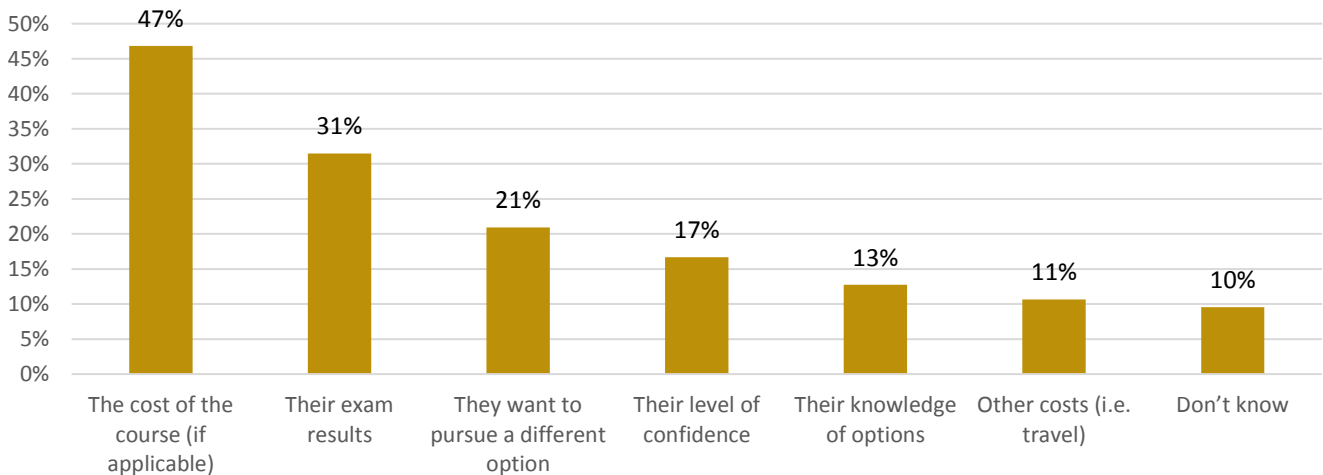
Fathers are most confident, as are parents from higher social graders (85% ABC1 to 76% C2DE).

Parents who are not working are least confident, whilst renters are less confident than homeowners.

The main potential barriers that parents identified for their child meeting the aspiration are cost (47%), followed by poor exam results (31%) and that they may want to pursue a different option.

Main reasons not being more confident in their child's aspirations

*n:97*



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