

NAVIGATING THE FUTURE THROUGH SKILLS, EXPERIENCE AND CONTINUOUS LEARNING

A UK Perspective

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2nd July 2024

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1

What we will cover today

- 1** What's the big picture?
- 2** National Careers Service –
Benefits of Careers advice
- 3** Future role of careers
advice and guidance

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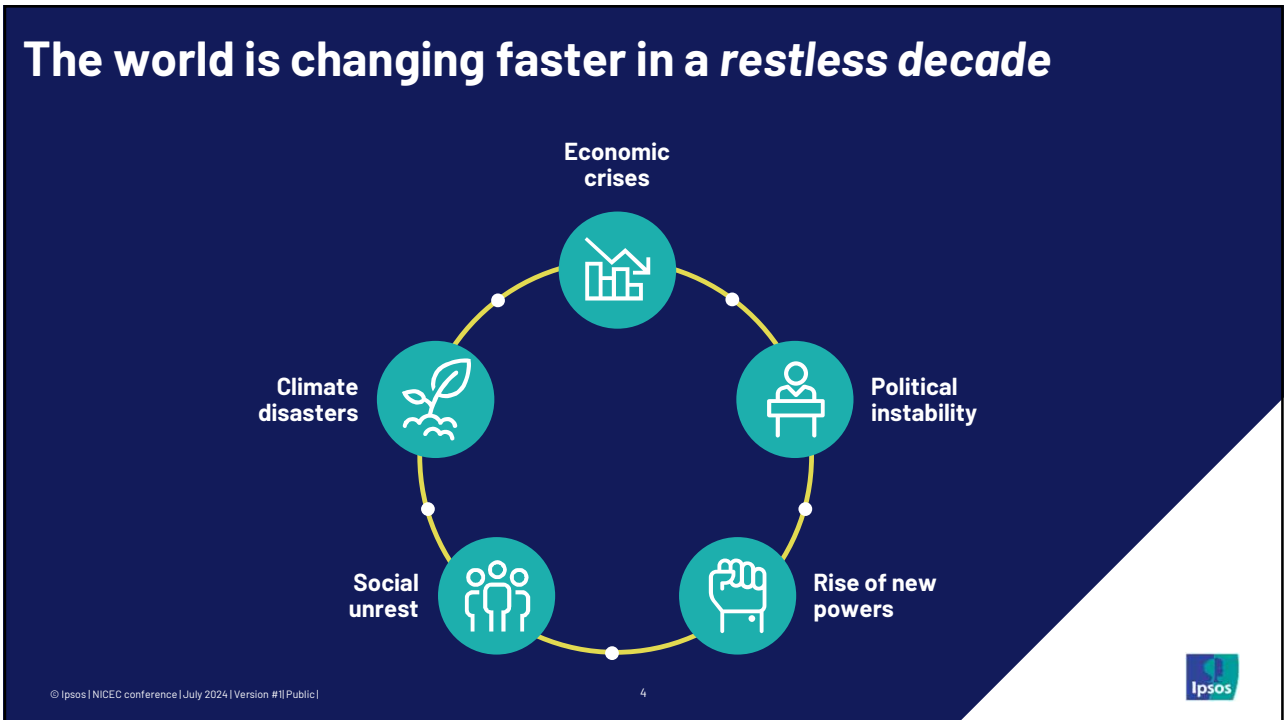


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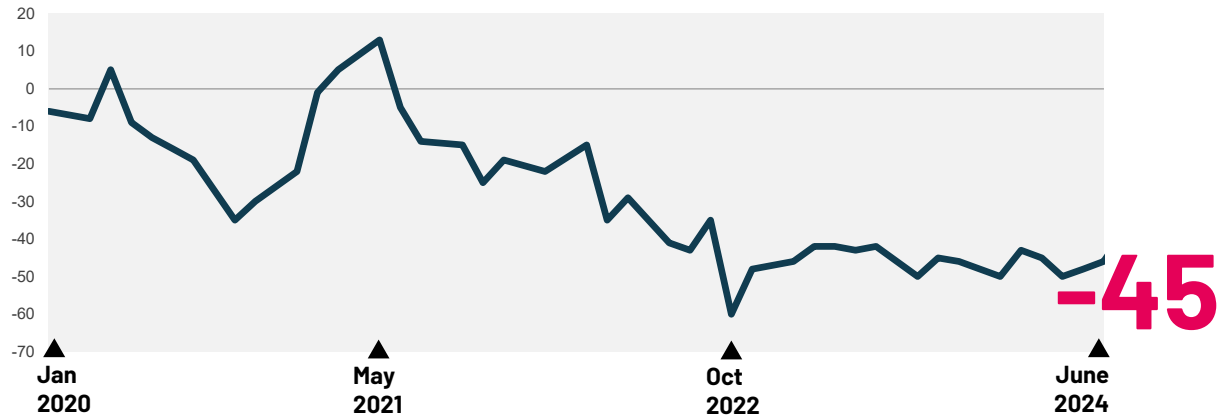
4



People aren't happy with the state of the country

Q: Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

Net right direction



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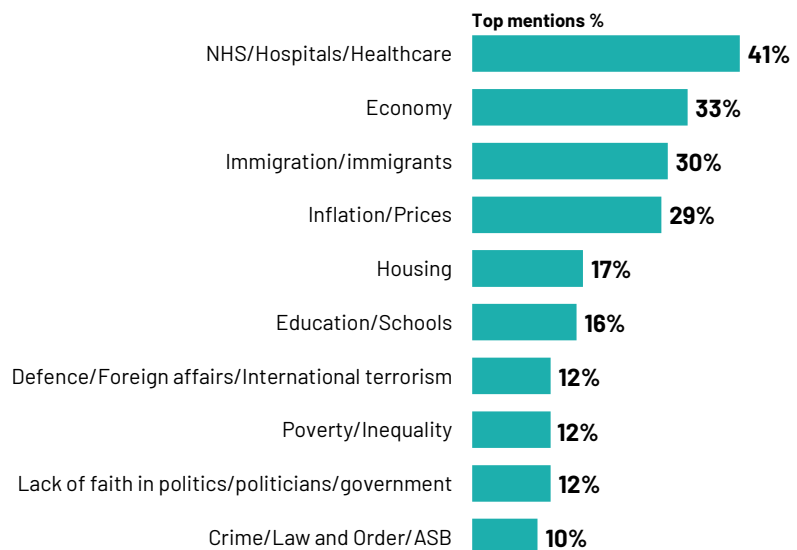
Source: Ipsos Political Pulse
Base: C.1,000-2,000 Online British adults aged 18+ each month



5

The NHS leads the way for people's concerns

Q: What do you see as the most/other important issues facing Britain today?



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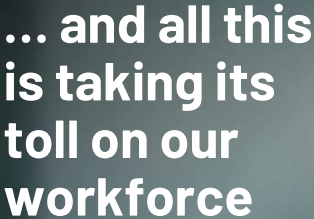
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Source: Ipsos Issues Index
Base: 1,035 British adults 18+, 5 - 11th June 2024



6





**... and all this
is taking its
toll on our
workforce**

30%

**Have felt under
constant strain at
work in the last
6 months**

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Source: Ipsos Karian & Box Workplace Study, September 2023



7



**WHAT DOES
THIS MEAN FOR
CAREER
ASPIRATIONS?**



8



63%

Are satisfied with their job overall

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75

Base: All adults aged 16-75 (3,345)

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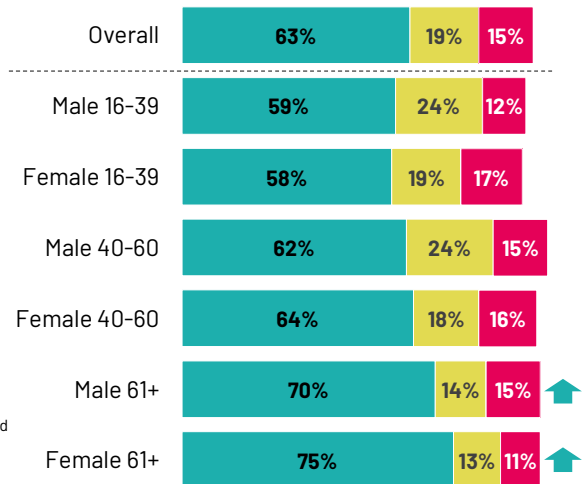


9

Satisfaction with job overall is likely to increase with age

Q: How satisfied are you with your job overall?

- Very/fairly satisfied
- Neither satisfied or dissatisfied
- Very/fairly dissatisfied



Arrows indicate figures that are higher or lower in comparison to age/gender

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10

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
 Base: All adults aged 16-75 (3,345), all male 16-39 (686), all male 40-60 (624), all male 61+ (315), all female 16-39 (687), all female 40-60 (714), all female 61+ (300)



10



54%

Of all adults expect to be in the same job in 12 months' time

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75

Base: All adults who are employed or self-employed (2,260)

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11

36%

Expect to be in the same job until they retire

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75

Base: All adults who are employed or self-employed (2,260)

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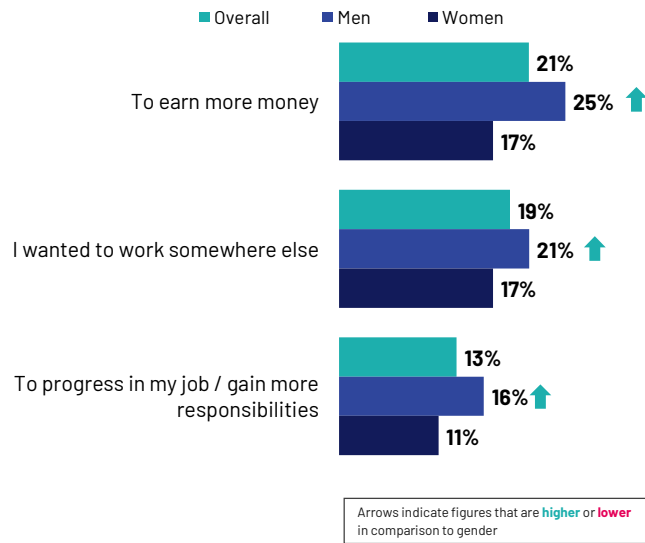


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Men are significantly more likely than women to be attracted to a new job for positive reasons, particularly to earn more money

Q: Thinking about the most recent time you left a job, why was this? PULL FACTORS



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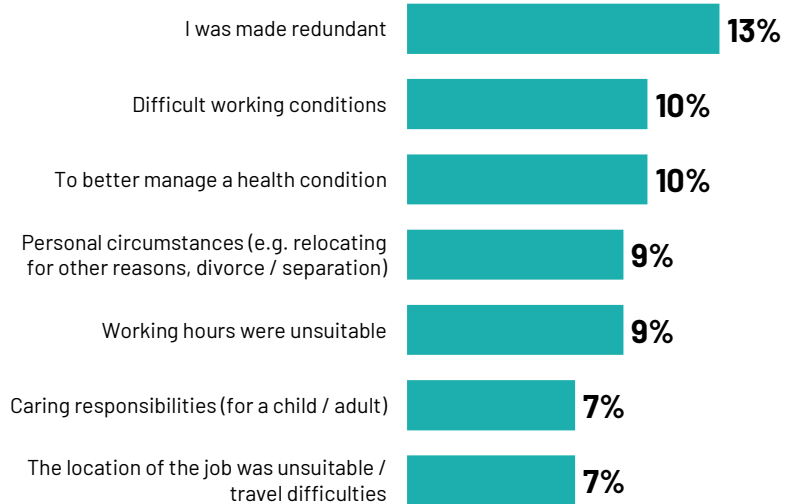
Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
 Base: All adults who have had more than one job (2,457), all male who have had more than one job (1,168), all female who have had more than one job (1,278)



13

Being made redundant was the most common push factor for people leaving their jobs

Q: Thinking about the most recent time you left a job, why was this? PUSH FACTORS



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Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
 Base: All adults who have had more than one job (2,457), all male who have had more than one job (1,168), all female who have had more than one job (1,278)

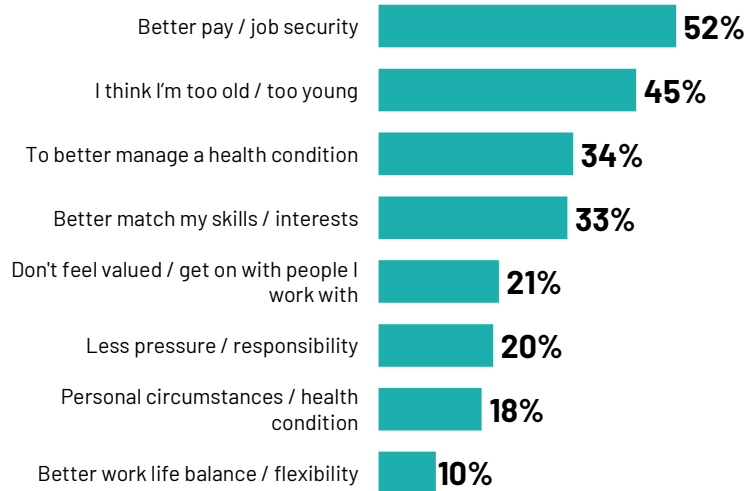


14



Better pay/job security is the biggest motivator amongst adults who would like to change jobs

Q: Which, if any, of the following make you want to change job? NETS



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Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
Base: All adults who would like to change jobs (821).



15

However, amongst those currently employed, barriers of age, affordability, lack of confidence, lack of skills and being worried about failing can hold people back

Q: Which, if any, of the following are holding you back from changing jobs?



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Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75, 21st - 24th April 2023
Base: 2662 (all employed / self-employed); Responses with 10% or more reported

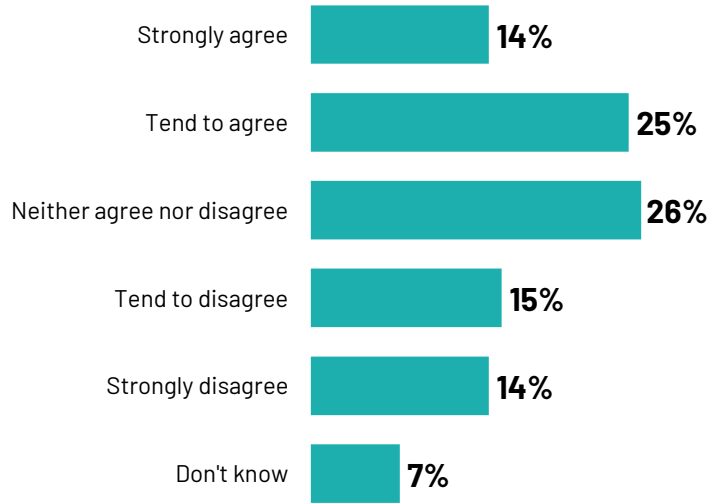


16



Most are not career planners. Just two in five (39%) have a career plan

Q: I have a clear plan for the rest of the time I spend working until I retire.



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17

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75, 21st - 24th April 2023
Base: All UK Adults aged 16-75 (3,345)



17

40%

Of adults had not done anything in relation to their career in the past 6 months

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75, 21st - 24th April 2023
Base: All UK Adults aged 16-75 (3,345)

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18

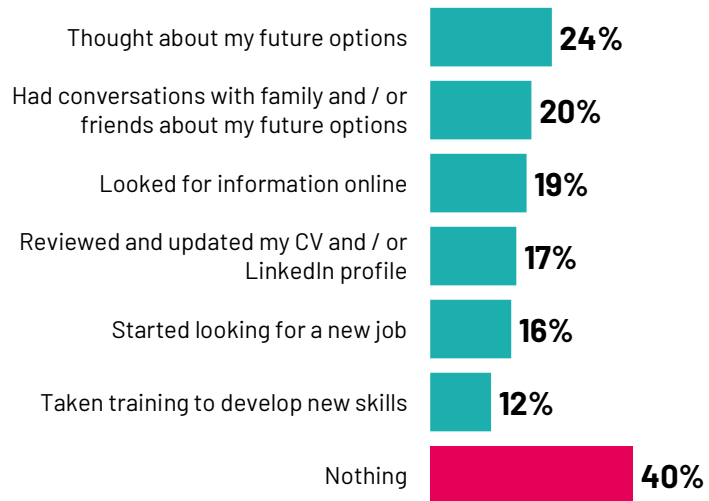


18



A quarter had given thought to their future options

Q: Which, if any, of the following actions have you done in relation to your career in the past six months?
(Top mentions)



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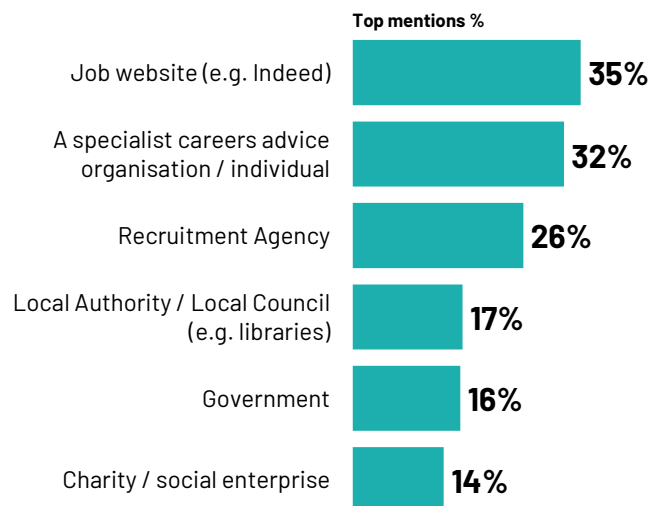
Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75, 21st - 24th April 2023
Base: All UK Adults aged 16-75 (3,345), Top answers shown



19

Job websites and specialist careers advice organisations are typically where adults would take careers advice from

Q: Which, if any, of the following organisations would you take careers advice from?



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20

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75, 21st - 24th April 2023
Base: All UK Adults aged 16-75 (3,345) - Participants could select more than one answer

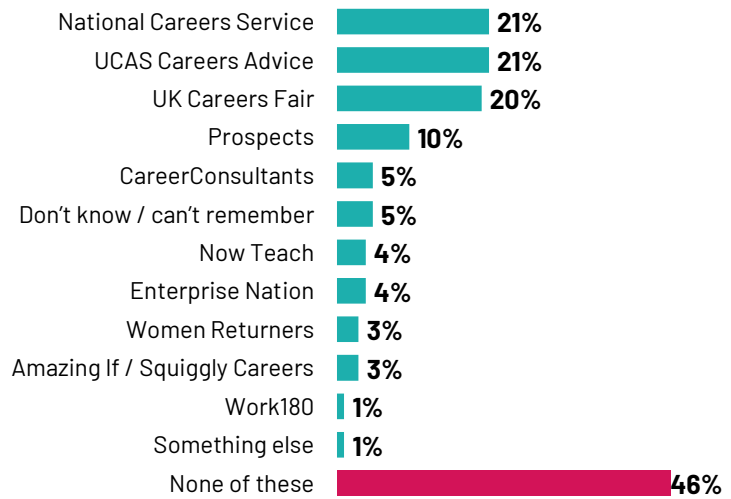


20



However, overall, awareness of careers information or advice services is low

Q: Before today which, if any, of the following careers information or advice services had you heard of?



Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75, 21st – 24th April 2023
Base: All adults aged 16-75 (3,345), all who were aware of careers information or advice services (1,690), all 16-24 (482), all 45-54 (595), all 45-54 who were aware of careers information or advice services (282)



28%

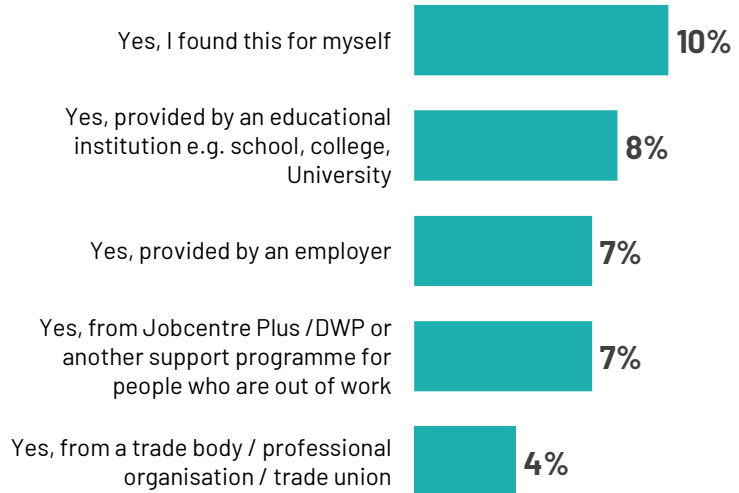
Had received careers advice in the last three years

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
Base: All adults aged 16-75 (3,345)



This is typically received from a mix of sources

Q: Have you received any careers advice in the past 3 years?



Arrows indicate figures that are **higher** or **lower** in comparison to age

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Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
Base: All adults aged 16-75(3,345), all 16-24(482), all 25-34(632), all 35-44(583), all 45-54(595), all 55-75(1,053)



23

44%

Agreed they would be interested in getting information about their options in relation to work

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
Base: All adults aged 16-75(3,345)

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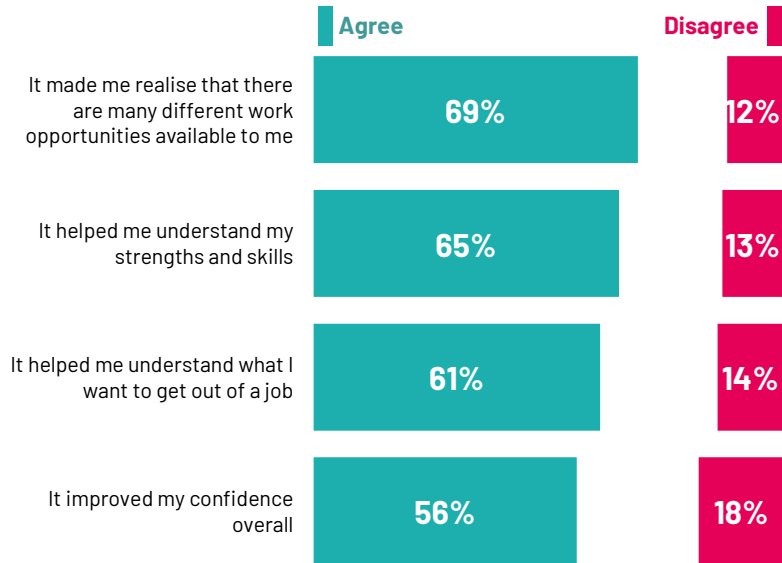


24



Among users, careers advice has benefits

Q: To what extent would you agree or disagree with the following statements about the careers advice you received?



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Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75, 21st - 24th April 2023

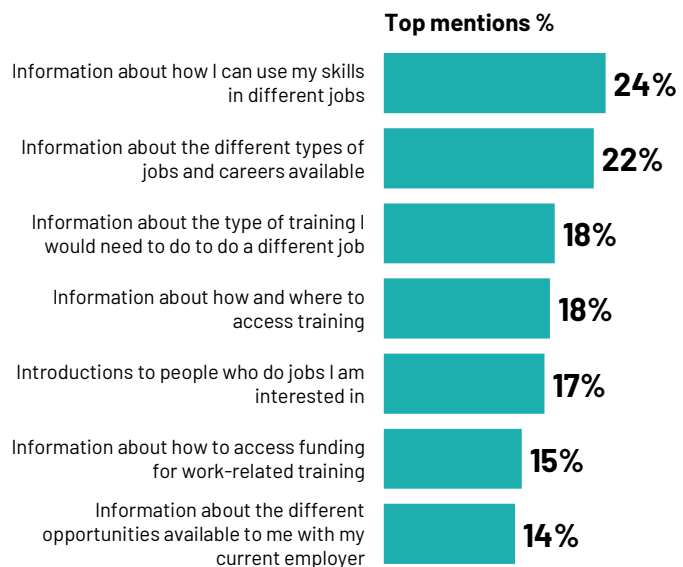
Base: All UK Adults who received careers' advice (559)



25

Transferable skills are important to a quarter of adults and they would find information about how their skills can be used in different jobs useful

Q: What support would be most useful to you in thinking about your future career?



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26

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75

Base: All adults aged 16-75 (3,345)



26



Respondents had a range of requirements from careers advice, but key is knowing what opportunities are available

Q: What would you want to get out of this advice?



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27

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75, 21st - 24th April 2023
 Base: All UK Adults who would receive careers' advice (2,284) - Top answers shown



27

24%

Would like information about how to use their skills in different jobs

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
 Base: All adults aged 16-75 (3,345)

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28



28



Group discussion

What does all this mean for how careers services can most effectively empower sustainable careers?

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29



29

NCS – BENEFITS OF CAREER ADVICE

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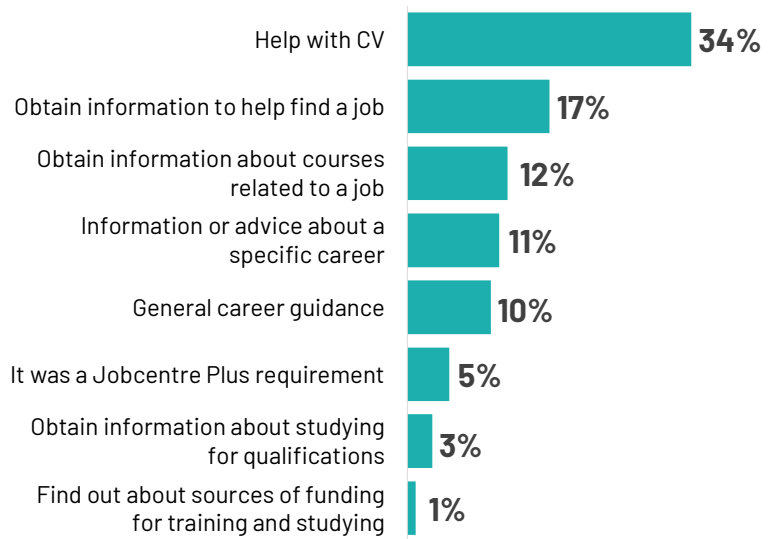


30



Obtaining help with a CV remains key reason for contact

Q: Which one of the following was the key reason for you making contact? (Top mentions)



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Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Bases: All (7,246). Question allowed for multiple answers



31

Around three in ten customers interacted with another organisation in the 3 months prior to contacting the National Career Service

Q: In the 3 months before your contact, had you done any of the following things? (Those who said 'Yes')



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32

Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Bases: All (7,246)



32





93%
of face to face and telephone customers felt the quality of service was **good**.

Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Bases: All (7,246)



33


Advisers are highly regarded

Satisfaction with information and advice from the service

Q: How satisfied are you with...?

	% extremely satisfied	% very satisfied	% satisfied
The professionalism of the adviser(s)	31%	43%	22%
The helpfulness of the adviser(s)	28%	42%	23%
Advisers' understanding of needs	27%	40%	24%
Advisers' level of knowledge	28%	42%	23%
The information and advice being clear and easy to understand	26%	42%	27%
The length of time spent with adviser(s)	22%	39%	33%
The usefulness of the information, advice and guidance	21%	40%	29%
Getting the information, advice or guidance to make an informed choice about what to do next	21%	37%	29%
The adviser's knowledge of jobs and training opportunities in your local area	17%	31%	30%

Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Base: All telephone and face-to-face customers (7,246)



34



86%

are satisfied with the National Careers Service

Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Bases: All (7,246)

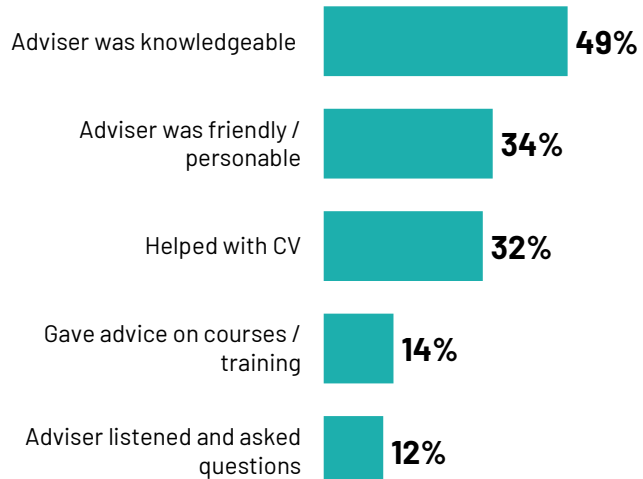
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35

Of those satisfied with the service, half mentioned that their adviser was knowledgeable

Q: What did you particularly like about the service? (Top mentions)



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Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Bases: All customers who were satisfied (6,263). Question allowed for multiple answers.



36



86%

said that they had recommended or would recommend the National Careers Service

Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Bases: All (7,246)

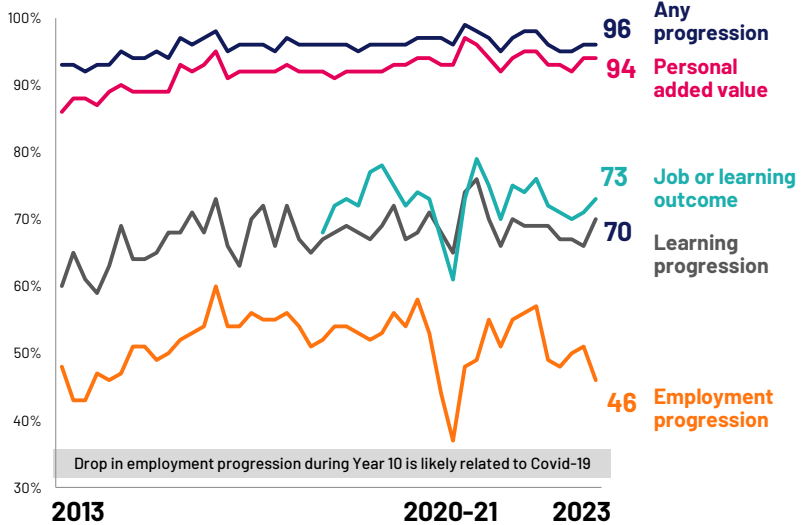
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37

37

Overall, the impact of using the service remains high, with 7 in 10 experiencing a learning outcome, however, there has been a fall in employment progression

Progression over time



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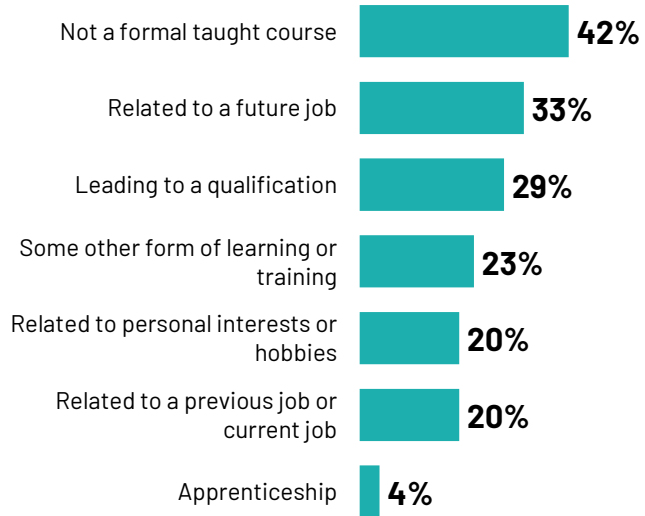
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38



There is a mix of different learning and training that has been started since the call/meeting with National Careers Service

Q: Since contact, have you started any of the following types of training or learning?



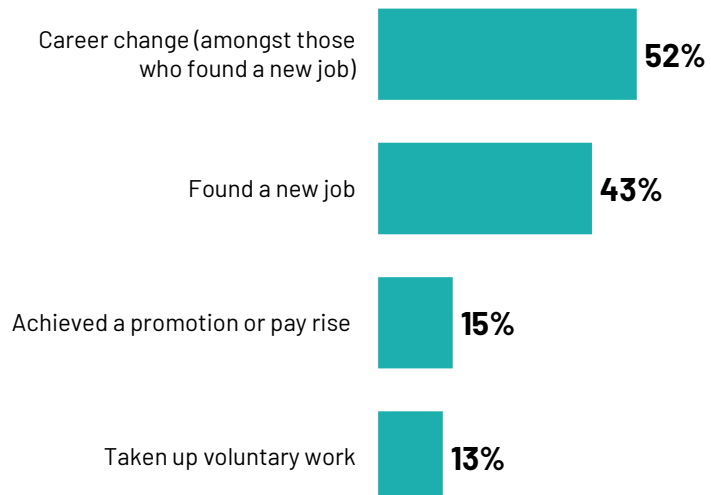
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Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Bases: All Progression Telephone and face-to-face customers: Year 12 (5,572).



Since contact, half of users have changed career and over 4 in 10 found a new job

Q: Thinking about new jobs and employment, since contacting the service have you



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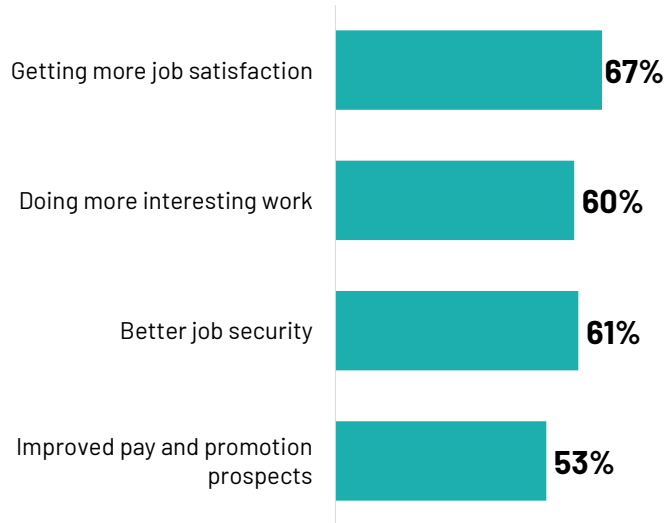
Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023

Bases: All Progression Telephone and face-to-face customers Y11: (5,586); Year 12 (5,572). All Customers who found a new job: Year 12 (2,393)



With a majority experiencing positive changes at work

Q: Have any of the following happened at work since contact with the service?



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Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Base: All progression telephone and face-to-face customers who are in work (Year 12 - 2,437)



41

Nearly half of respondents felt that their motivation to find work or change career had increase 'a lot' over the last six months.

Q: Compared to 6 months ago do you feel that each of the following has increased a lot, a little or not at all:



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Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Bases: All Progression Telephone and face-to-face customers (5,572)

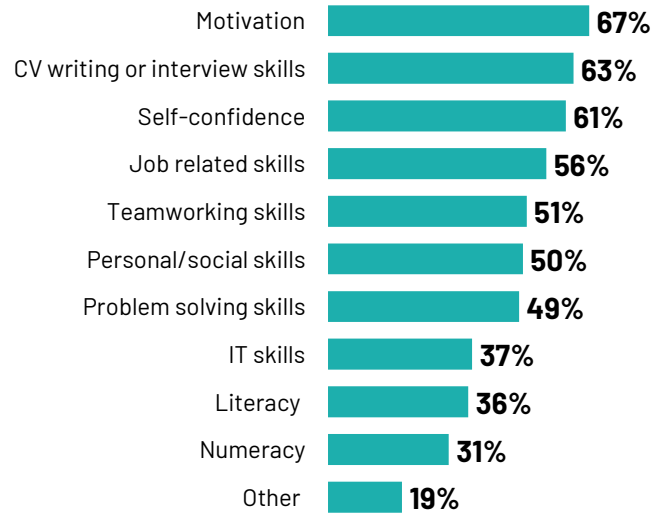


42



In addition to motivation, improvements in CV writing, self-confidence and skills were noted

Q: Since contact with the service, have you improved any of the following skills?



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Source: National Careers Service Customer Satisfaction and Progression Annual Report 2023
Base: All Progression telephone and face-to-face customers (Year 12 5,572)



43

FUTURE ROLE OF CAREER ADVICE AND GUIDANCE



44



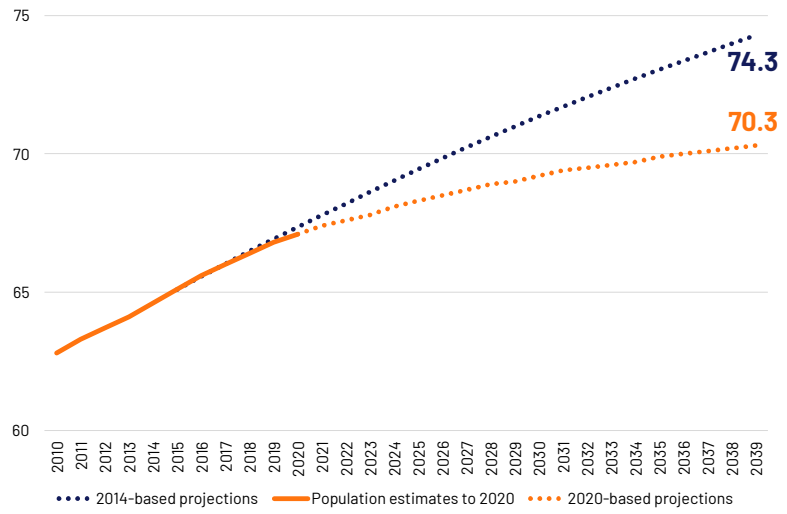
What will it be like living in an ageing, shrinking society?

UK society [Add to myFT](#)

Number of people aged 100 or over in England and Wales hits record high

ONS analysis finds 11,288 female and 2,636 male centenarians on back of reduced mortality

ONS projections for the UK population, 2014 and 2020



Source: Office for National Statistics 2014- and 2020-based interim population projections

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45



45

70%

Agree the types of skills people need for work will be very different in 10 years' time

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
 Base: All adults who are employed or self-employed (2,260)

46

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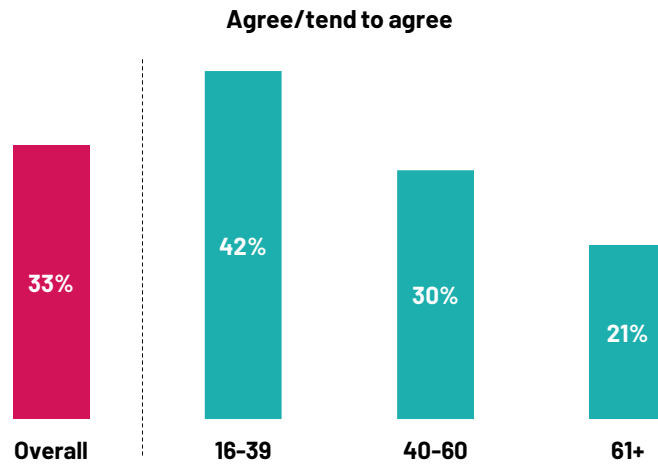


46



Younger people are most worried about the potential impact that AI could have on their job.

Q: To what extent would you agree or disagree with the following statements? I am worried about the potential impact that Artificial Intelligence could have on my job.



Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
 Base: All adults aged 16-75 (3,345), all male 16-39 (686), all male 40-60 (624), all male 61+ (315), all female 16-39 (687), all female 40-60 (714), all female 61+ (300)



Age and gender are important to consider here too

“AI will have a positive impact on me in my job”

17pts

Gap between men and women

36pts

Gap between 18-34 and 55-64 year olds



33%

Are worried about the potential impact of AI on their job

Source: Ipsos online research for Phoenix Insights, UK adults aged 16 to 75
Base: All adults who are employed or self-employed (2,260)

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What will Gen AI do?

55%

Disagree that AI will create far more new job opportunities than the jobs that are lost

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50

Source: Ipsos, AI at Work
Base: 5,540 Online UK adults aged 16+, 1-7 June 2023



Summary - What does this all mean for empowering sustainable careers?

1

Evidence shows an appetite for careers advice, despite low awareness. Particular interest in transferable skills

2

Current advice is well rated and leads to positive outcomes, but how to increase awareness and is there capacity to do this?

3

How is advice set up to manage concerns and requirements around AI?

51

What does this all mean for you?

1

Key take aways from today?

2

What are the biggest challenges to overcome?

3

How will this inform your work?

52

THANK YOU

Juliette Albone

Associate Director, Ipsos

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