

BISS LANCASTER: ARMY RECRUITMENT POLL

AGES 30+

Populus interviewed 2,017 adults aged 30 and over online between 6th and 13th March 2009. The results have been weighted to be representative of this age group in terms of age, gender, SEG, region and ethnicity. For more information go to www.populus.co.uk.

How many careers or types of job have you had during your working life so far? [Asked only of those employed or unemployed]

	Gender			Age				
	Total	Male	Female	30-34	35-44	45-54	55-64	65+
0	10	6	3	4	1	3	2	0
	1%	1%	0%	2%	0%	1%	1%	0%
1	186	101	85	49	71	42	20	4
	13%	15%	12%	20%	15%	10%	9%	7%
2	355	167	188	55	128	102	50	21
	26%	25%	26%	23%	27%	25%	23%	34%
3	326	154	172	58	102	99	52	14
	24%	23%	24%	24%	22%	25%	24%	24%
4	155	63	92	25	52	47	27	4
	11%	9%	13%	10%	11%	12%	13%	6%
5	95	43	52	14	32	31	14	5
	7%	6%	7%	6%	7%	8%	6%	8%
More than 5	242	120	121	34	74	72	49	13
	17%	18%	17%	14%	16%	18%	23%	21%
Don't know	17	10	7	4	6	6	1	0
	1%	1%	1%	2%	1%	2%	0%	0%

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How many careers or types of job have you had during your working life so far? [Asked only of those employed or unemployed]

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
0	2 1%	0 0%	1 1%	3 4%	0 0%	0 0%	0 0%	2 1%	0 0%	2 1%	0 0%
1	21 12%	28 15%	21 15%	10 13%	11 12%	13 10%	14 13%	25 15%	12 19%	16 13%	15 13%
2	54 31%	53 28%	29 21%	15 19%	21 23%	38 28%	19 17%	42 26%	14 23%	33 26%	38 31%
3	44 25%	51 27%	25 18%	14 18%	25 27%	34 25%	33 29%	38 24%	11 19%	24 20%	27 22%
4	16 9%	19 10%	16 12%	12 16%	11 12%	13 9%	15 14%	22 14%	5 8%	13 10%	13 10%
5	7 4%	10 5%	11 8%	7 9%	7 8%	10 7%	7 7%	11 7%	4 6%	11 9%	10 8%
More than 5	28 16%	23 12%	34 24%	15 20%	18 19%	28 20%	20 18%	19 12%	15 25%	24 19%	18 15%
Don't know	0 0%	3 2%	2 1%	0 0%	0 0%	1 1%	4 4%	3 2%	0 0%	3 2%	1 1%

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How many careers or types of job have you had during your working life so far? [Asked only of those employed or unemployed]

	SEG				Ethnic	
	AB	C1	C2	DE	White	Non-white
0	0	0	1	8	8	2
	0%	0%	1%	2%	1%	2%
1	47	70	39	30	172	14
	17%	16%	16%	7%	13%	15%
2	74	128	55	98	335	20
	27%	29%	23%	23%	26%	22%
3	67	102	47	109	310	16
	25%	23%	20%	25%	24%	17%
4	27	42	30	56	140	15
	10%	9%	13%	13%	11%	16%
5	17	32	19	27	93	2
	6%	7%	8%	6%	7%	2%
More than 5	38	69	43	92	217	25
	14%	15%	18%	21%	17%	26%
Don't know	0	1	2	13	17	0
	0%	0%	1%	3%	1%	0%

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How many careers or types of job did you have during your working life before you retired?

	Gender			Age				
	Total	Male	Female	30-34	35-44	45-54	55-64	65+
0	1	1	0	0	0	0	0	1
	0%	0%	0%	0%	0%	0%	0%	0%
1	114	47	67	0	4	4	21	84
	19%	17%	20%	0%	62%	20%	17%	18%
2	128	58	69	0	1	3	27	97
	21%	21%	21%	0%	14%	12%	21%	21%
3	140	55	85	0	0	7	30	104
	23%	20%	26%	0%	0%	31%	23%	23%
4	88	46	42	0	2	2	21	64
	14%	16%	13%	0%	24%	8%	16%	14%
5	38	20	18	0	0	1	6	30
	6%	7%	5%	0%	0%	4%	5%	7%
More than 5	81	51	30	0	0	5	20	56
	13%	18%	9%	0%	0%	25%	16%	12%
Don't know	22	5	17	0	0	0	3	19
	4%	2%	5%	0%	0%	0%	2%	4%

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How many careers or types of job did you have during your working life before you retired?

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
0	0	0	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
1	14	16	6	14	8	7	10	10	3	14	13
	24%	16%	14%	49%	14%	12%	17%	13%	11%	23%	25%
2	18	21	9	3	16	7	12	17	5	12	9
	30%	22%	21%	10%	29%	12%	19%	23%	17%	21%	17%
3	12	28	15	5	15	9	10	16	9	12	9
	20%	29%	37%	17%	27%	17%	17%	22%	31%	21%	17%
4	5	22	8	2	7	9	6	9	2	14	4
	9%	22%	19%	9%	12%	17%	9%	12%	6%	25%	7%
5	4	4	1	0	2	7	3	4	4	3	6
	6%	4%	3%	0%	4%	13%	5%	5%	14%	5%	11%
More than 5	4	5	3	5	6	13	12	15	5	1	13
	7%	5%	7%	17%	12%	23%	20%	20%	18%	1%	24%
Don't know	2	1	0	0	0	3	8	4	1	3	0
	4%	1%	0%	0%	0%	6%	12%	5%	3%	5%	0%

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How many careers or types of job did you have during your working life before you retired?

	SEG				Ethnic	
	AB	C1	C2	DE	White	Non-white
0	0	0	1	0	1	0
	0%	0%	2%	0%	0%	0%
1	40	25	4	45	110	4
	25%	18%	8%	17%	18%	24%
2	36	35	11	46	122	5
	23%	25%	23%	17%	21%	29%
3	34	33	12	61	136	5
	22%	24%	24%	23%	23%	25%
4	21	17	9	42	88	0
	13%	13%	17%	15%	15%	0%
5	13	14	1	10	38	0
	8%	10%	2%	4%	6%	0%
More than 5	13	11	11	46	77	4
	8%	8%	23%	17%	13%	22%
Don't know	1	1	1	19	22	0
	1%	1%	2%	7%	4%	0%

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Which of the following statements is closest to how you feel about your job, even if neither statement exactly describes how you feel? [Asked only of those in employment]

	Gender			Age				
	Total	Male	Female	30-34	35-44	45-54	55-64	65+
'I imagined I'd do this kind of job' or	404	204	200	75	139	108	60	21
	47%	46%	48%	53%	46%	45%	48%	41%
'I never imagined I'd do this kind of job'	458	242	216	67	164	133	64	30
	53%	54%	52%	47%	54%	55%	52%	59%
'I felt as though I had a job that taught me lots of new skills' or	388	209	179	64	142	104	57	21
	45%	47%	43%	44%	47%	43%	46%	42%
'I don't feel as though I had a job that taught me any new skills'	471	233	238	81	158	136	67	28
	55%	53%	57%	56%	53%	57%	54%	58%
'I want to do this job for the rest of my career' or	397	211	186	48	126	105	81	37
	46%	47%	45%	33%	41%	43%	65%	76%
'I don't want to do this job for the rest of my career'	472	239	232	97	183	137	43	11
	54%	53%	55%	67%	59%	57%	35%	24%
'My job utilises all of my skills and strengths'	422	220	202	63	141	127	66	24
	49%	49%	48%	44%	46%	52%	52%	50%
'My job doesn't really utilise all the skills and strengths I have to offer'	448	230	218	81	165	118	60	24
	51%	51%	52%	56%	54%	48%	48%	50%

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Which of the following statements is closest to how you feel about your job, even if neither statement exactly describes how you feel? [Asked only of those in employment]

	Region									
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands
'I imagined I'd do this kind of job' or	60	60	30	14	31	38	35	50	18	31
	54%	49%	36%	36%	56%	50%	48%	50%	61%	38%
'I never imagined I'd do this kind of job'	52	62	54	25	24	39	37	51	11	51
	46%	51%	64%	64%	44%	50%	52%	50%	39%	62%
'I felt as though I had a job that taught me lots of new skills' or	45	57	39	26	20	33	32	41	11	42
	41%	46%	48%	69%	34%	43%	44%	40%	39%	52%
'I don't feel as though I had a job that taught me any new skills'	65	67	42	12	38	44	40	62	17	39
	59%	54%	52%	31%	66%	57%	56%	60%	61%	48%
'I want to do this job for the rest of my career' or	44	58	34	12	34	37	36	51	14	34
	40%	48%	40%	30%	58%	50%	50%	49%	51%	41%
'I don't want to do this job for the rest of my career'	67	64	52	27	25	38	37	53	14	49
	60%	52%	60%	70%	42%	50%	50%	51%	49%	59%
'My job utilises all of my skills and strengths'	54	64	40	11	31	39	43	50	13	34
	48%	51%	48%	28%	54%	51%	59%	48%	45%	40%
'My job doesn't really utilise all the skills and strengths I have to offer'	58	62	44	28	27	37	29	55	15	50
	52%	49%	52%	72%	46%	49%	41%	52%	55%	60%

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Which of the following statements is closest to how you feel about your job, even if neither statement exactly describes how you feel? [Asked only of those in employment]

	Region		SEG			Ethnic	
	Scotland	AB	C1	C2	DE	White	Non-white
'I imagined I'd do this kind of job' or	37	119	156	73	56	374	30
	41%	55%	47%	48%	34%	46%	63%
'I never imagined I'd do this kind of job'	52	97	172	78	110	440	18
	59%	45%	53%	52%	66%	54%	37%
'I felt as though I had a job that taught me lots of new skills' or	42	62	138	64	123	368	19
	48%	29%	42%	43%	73%	46%	39%
'I don't feel as though I had a job that taught me any new skills'	45	151	190	84	45	441	30
	52%	71%	58%	57%	27%	54%	61%
'I want to do this job for the rest of my career' or	43	121	159	74	43	376	21
	47%	57%	48%	49%	25%	46%	44%
'I don't want to do this job for the rest of my career'	48	93	176	77	126	445	26
	53%	43%	52%	51%	75%	54%	56%
'My job utilises all of my skills and strengths'	43	129	170	74	49	400	22
	50%	59%	51%	50%	30%	49%	43%
'My job doesn't really utilise all the skills and strengths I have to offer'	42	90	166	75	117	419	29
	50%	41%	49%	50%	70%	51%	57%

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Looking back and thinking about your career as a whole, please say which statement is closest to how you felt about the jobs you did during your career, even if neither statement exactly describes how you feel?

	Gender			Age				
	Total	Male	Female	30-34	35-44	45-54	55-64	65+
'When I was young I imagined I'd do the kind of jobs I ended up doing' or	169 33%	77 32%	93 33%	0 0%	4 62%	3 13%	28 25%	134 35%
'When I was younger I never imagined I'd end up doing the kind of jobs I did'	348 67%	162 68%	186 67%	0 0%	3 38%	17 87%	83 75%	245 65%
'I felt as though I had a job that taught me lots of new skills' or	428 84%	201 84%	227 84%	0 0%	7 100%	14 80%	88 80%	319 85%
'I don't feel as though I had a job that taught me any new skills'	82 16%	37 16%	45 16%	0 0%	0 0%	4 20%	22 20%	56 15%
'I found a job that I wanted to do for the rest of my career' or	356 69%	172 72%	184 67%	0 0%	5 75%	7 38%	66 60%	279 74%
'I never found a job that I wanted to do for the rest of my career'	157 31%	68 28%	89 33%	0 0%	2 25%	12 62%	44 40%	100 26%
'The jobs I had utilised all of my skills and strengths'	377 73%	182 75%	195 71%	0 0%	5 75%	12 64%	77 68%	283 75%
'The jobs I had didn't really utilise all the skills and strengths I had to offer'	139 27%	60 25%	80 29%	0 0%	2 25%	7 36%	35 32%	96 25%

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	Region									
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands
'When I was young I imagined I'd do the kind of jobs I ended up doing' or	23 43%	26 33%	3 12%	9 34%	14 30%	20 42%	19 36%	17 29%	6 26%	22 46%
'When I was younger I never imagined I'd end up doing the kind of jobs I did'	30 57%	54 67%	26 88%	17 66%	32 70%	28 58%	33 64%	42 71%	19 74%	26 54%
'I felt as though I had a job that taught me lots of new skills' or	41 77%	66 83%	26 80%	20 80%	30 70%	46 95%	39 83%	52 89%	21 91%	41 88%
'I don't feel as though I had a job that taught me any new skills'	12 23%	14 17%	7 20%	5 20%	13 30%	2 5%	8 17%	6 11%	2 9%	6 12%
'I found a job that I wanted to do for the rest of my career' or	39 73%	59 74%	23 69%	18 70%	25 58%	37 76%	32 67%	39 70%	18 69%	33 66%
'I never found a job that I wanted to do for the rest of my career'	14 27%	21 26%	10 31%	8 30%	18 42%	12 24%	16 33%	16 30%	8 31%	17 34%
'The jobs I had utilised all of my skills and strengths'	38 74%	54 66%	23 70%	21 81%	27 63%	41 76%	34 69%	49 85%	18 76%	34 73%
'The jobs I had didn't really utilise all the skills and strengths I had to offer'	13 26%	28 34%	10 30%	5 19%	16 37%	13 24%	15 31%	9 15%	6 24%	13 27%

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	Region		SEG			Ethnic	
	Scotland	AB	C1	C2	DE	White	Non-white
'When I was young I imagined I'd do the kind of jobs I ended up doing' or	10	52	40	8	69	158	12
	19%	37%	33%	19%	32%	32%	65%
'When I was younger I never imagined I'd end up doing the kind of jobs I did'	41	89	80	35	144	342	6
	81%	63%	67%	81%	68%	68%	35%
'I felt as though I had a job that taught me lots of new skills' or	45	132	100	35	161	414	14
	87%	94%	86%	81%	77%	84%	79%
'I don't feel as though I had a job that taught me any new skills'	7	8	17	8	49	78	4
	13%	6%	14%	19%	23%	16%	21%
'I found a job that I wanted to do for the rest of my career' or	34	113	85	26	133	341	16
	67%	80%	71%	64%	63%	69%	87%
'I never found a job that I wanted to do for the rest of my career'	17	28	35	14	79	155	2
	33%	20%	29%	36%	37%	31%	13%
'The jobs I had utilised all of my skills and strengths'	39	119	84	26	148	361	16
	75%	85%	69%	63%	70%	72%	87%
'The jobs I had didn't really utilise all the skills and strengths I had to offer'	13	22	37	15	65	137	2
	25%	15%	31%	37%	30%	28%	13%

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Thinking about the expectations you had for your career when you were first starting out, are you currently occupying a job at a more senior level than you thought you would reach by your current age, or a less senior level, or about the level you expected? [Asked only of those in employment.]

	Gender			Age				
	Total	Male	Female	30-34	35-44	45-54	55-64	65+
Higher Level	175	97	79	29	64	48	27	8
	18%	19%	17%	17%	18%	18%	19%	15%
Lower Level	254	121	133	44	86	80	34	10
	26%	24%	28%	27%	24%	30%	24%	19%
About as I expected	337	182	155	62	120	93	46	17
	34%	36%	32%	38%	34%	34%	32%	33%
I never had any expectations of the level of seniority I would reach	192	91	101	27	70	46	36	13
	19%	18%	21%	16%	20%	17%	25%	26%
Don't know	25	14	11	3	13	4	2	4
	3%	3%	2%	2%	4%	1%	1%	7%

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Thinking about the expectations you had for your career when you were first starting out, are you currently occupying a job at a more senior level than you thought you would reach by your current age, or a less senior level, or about the level you expected? [Asked only of those in employment.]

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Higher Level	34	23	11	3	13	15	23	19	6	15	13
	26%	18%	12%	7%	19%	17%	27%	16%	18%	17%	14%
Lower Level	39	37	19	18	17	27	19	30	3	20	25
	29%	28%	20%	42%	26%	31%	22%	24%	10%	22%	25%
About as I expected	37	49	29	12	24	23	28	50	14	35	38
	28%	38%	31%	28%	35%	26%	33%	40%	41%	38%	38%
I never had any expectations of the level of seniority I would reach	22	19	27	8	13	23	13	22	10	17	16
	17%	14%	29%	20%	19%	26%	16%	18%	30%	19%	17%
Don't know	1	2	7	1	1	0	2	2	0	4	6
	1%	2%	7%	2%	1%	0%	3%	2%	1%	4%	6%

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	SEG				Ethnic	
	AB	C1	C2	DE	White	Non-white
Higher Level	62	70	27	17	160	16
	26%	19%	15%	9%	17%	26%
Lower Level	52	100	40	61	233	20
	22%	27%	23%	31%	25%	33%
About as I expected	90	127	63	58	322	15
	38%	34%	35%	30%	35%	26%
I never had any expectations of the level of seniority I would reach	30	72	43	47	183	9
	13%	19%	24%	24%	20%	15%
Don't know	1	4	6	13	25	0
	0%	1%	4%	7%	3%	0%

Thinking about the expectations you had for your career when you were first starting out, did you reach a higher level of seniority in your career than you had thought you would when you were first starting out, or a lower level of seniority, or about the level that you expected? [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	Gender			Age				
	Total	Male	Female	30-34	35-44	45-54	55-64	65+
Higher Level	211	98	113	0	2	7	36	166
	35%	35%	34%	0%	26%	31%	28%	37%
Lower Level	36	26	9	0	0	3	10	23
	6%	9%	3%	0%	0%	13%	8%	5%
About as I expected	191	90	101	0	4	7	32	149
	31%	32%	31%	0%	62%	30%	25%	33%
I never had any expectations of the level of seniority I would reach	162	65	97	0	1	6	42	114
	27%	23%	30%	0%	12%	26%	33%	25%
Don't know	10	2	8	0	0	0	6	4
	2%	1%	3%	0%	0%	0%	5%	1%

BISS LANCASTER: ARMY RECRUITMENT POLL

AGES 30+

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Thinking about the expectations you had for your career when you were first starting out, did you reach a higher level of seniority in your career than you had thought you would when you were first starting out, or a lower level of seniority, or about the level that you expected? [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Higher Level	22	32	14	14	12	25	15	23	7	23	23
	37%	34%	34%	52%	22%	44%	25%	31%	26%	40%	42%
Lower Level	5	11	1	2	3	0	2	7	2	2	1
	8%	11%	2%	7%	6%	1%	3%	9%	9%	4%	1%
About as I expected	24	40	4	5	12	18	23	20	15	19	11
	42%	42%	10%	17%	22%	32%	39%	28%	52%	32%	21%
I never had any expectations of the level of seniority I would reach	8	13	23	7	24	13	19	22	2	14	19
	13%	14%	54%	25%	44%	23%	31%	30%	6%	24%	34%
Don't know	0	0	0	0	3	0	1	2	2	0	1
	0%	0%	0%	0%	6%	0%	2%	3%	7%	0%	2%

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	SEG				Ethnic	
	AB	C1	C2	DE	White	Non-white
Higher Level	72	51	13	74	207	4
	46%	38%	27%	28%	35%	21%
Lower Level	13	15	3	4	34	1
	8%	11%	7%	2%	6%	8%
About as I expected	47	43	13	89	179	12
	30%	32%	26%	33%	30%	67%
I never had any expectations of the level of seniority I would reach	25	25	19	94	162	1
	16%	18%	39%	35%	27%	4%
Don't know	0	1	1	8	10	0
	0%	1%	1%	3%	2%	0%

Would you say that you have ever had a career change in your life? [Asked only of those who are in seniority positions 2 - 7]

	Gender			Age				
	Total	Male	Female	30-34	35-44	45-54	55-64	65+
Yes	315	147	168	53	111	92	46	12
	62%	62%	61%	50%	60%	67%	74%	70%
No	196	90	106	54	75	45	17	5
	38%	38%	39%	50%	40%	33%	26%	30%

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Would you say that you have ever had a career change in your life? [Asked only of those who are in seniority positions 2 – 7]

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Yes	51	44	24	15	22	27	25	33	8	37	29
	58%	62%	67%	77%	65%	71%	60%	49%	41%	63%	74%
No	36	27	12	4	12	11	16	34	11	22	10
	42%	38%	33%	23%	35%	29%	40%	51%	59%	37%	26%

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Would you say that you have ever had a career change in your life? [Asked only of those who are in seniority positions 2 – 7]

	SEG				Ethnic	
	AB	C1	C2	DE	White	Non-white
Yes	105	176	25	9	288	28
	61%	63%	61%	46%	62%	54%
No	68	102	16	11	173	23
	39%	37%	39%	54%	38%	46%

Please indicate which of the following are or were factors in you making a career change. (Please tick all that apply) [Asked only of those who said 'Yes' to having a career change] [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	Gender			Age				
	Total	Male	Female	30-34	35-44	45-54	55-64	65+
I hadn't really thought about what I wanted out of my career before I started working	81	45	36	20	32	18	8	3
	26%	31%	21%	38%	29%	20%	17%	26%
I changed as a person along the way and started to want different things	145	59	86	26	54	41	19	5
	46%	40%	51%	48%	49%	45%	40%	47%
I discovered that my skills and interests were different from what I had thought and this led me in a new direction	88	40	48	15	26	28	11	7
	28%	27%	28%	29%	24%	30%	24%	64%
I had placed too much importance on financial reward and not enough on personal fulfilment	28	15	12	7	6	7	6	1
	9%	10%	7%	14%	5%	8%	13%	10%
If I'd had a clearer sense of my own strengths and weaknesses before I started I wouldn't have needed to make a career change	27	15	12	8	3	9	4	2
	8%	10%	7%	15%	3%	10%	8%	20%
I was forced into a career change because I didn't have the right skills and qualifications	15	11	4	2	4	6	3	0
	5%	7%	2%	4%	4%	6%	6%	0%
None of the above	57	25	32	5	17	23	11	1
	18%	17%	19%	9%	16%	25%	23%	10%

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Please indicate which of the following are or were factors in you making a career change. (Please tick all that apply) [Asked only of those who said 'Yes' to having a career change] [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	Region								
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East
I hadn't really thought about what I wanted out of my career before I started working	12	14	5	3	5	5	8	6	3
	24%	32%	20%	19%	23%	20%	33%	17%	34%
I changed as a person along the way and started to want different things	24	15	10	7	12	12	10	18	2
	47%	35%	40%	48%	55%	45%	41%	55%	26%
I discovered that my skills and interests were different from what I had thought and this led me in a new direction	19	14	3	5	5	10	7	11	3
	37%	32%	12%	36%	23%	36%	28%	33%	38%
I had placed too much importance on financial reward and not enough on personal fulfilment	5	5	2	0	1	4	2	3	1
	10%	11%	9%	0%	6%	15%	9%	8%	16%
If I'd had a clearer sense of my own strengths and weaknesses before I started I wouldn't have needed to make a career change	3	1	3	2	2	2	2	1	0
	5%	3%	11%	10%	11%	7%	7%	4%	0%
I was forced into a career change because I didn't have the right skills and qualifications	2	0	1	1	1	2	0	1	1
	4%	0%	6%	8%	6%	6%	2%	2%	14%
None of the above	8	13	8	2	2	5	3	4	1
	16%	29%	32%	12%	10%	19%	13%	12%	13%

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Please indicate which of the following are or were factors in you making a career change. (Please tick all that apply) [Asked only of those who said 'Yes' to having a career change] [*Some answers given by specific sections of the population are drawn from too small a sample of respondents to be regarded as statistically robust and therefore should not be used as the basis for conclusions.]

	Region			SEG			Ethnic	
	West Midlands	Scotland	AB	C1	C2	DE	White	Non-white
I hadn't really thought about what I wanted out of my career before I started working	12 32%	9 32%	25 24%	50 29%	2 8%	4 38%	80 28%	2 7%
I changed as a person along the way and started to want different things	20 53%	14 50%	51 49%	75 43%	14 55%	5 57%	130 45%	14 52%
I discovered that my skills and interests were different from what I had thought and this led me in a new direction	6 15%	5 19%	32 31%	51 29%	5 20%	0 0%	77 27%	10 37%
I had placed too much importance on financial reward and not enough on personal fulfilment	3 8%	2 6%	10 10%	15 8%	1 5%	1 15%	25 9%	3 9%
If I'd had a clearer sense of my own strengths and weaknesses before I started I wouldn't have needed to make a career change	7 18%	5 16%	12 11%	14 8%	0 0%	1 15%	24 8%	2 9%
I was forced into a career change because I didn't have the right skills and qualifications	2 6%	3 11%	3 3%	12 7%	0 0%	0 0%	14 5%	1 3%
None of the above	7 20%	4 13%	18 18%	31 17%	6 26%	2 20%	54 19%	3 11%

Do you feel that there are or have been barriers to you following the career that you'd really like or the career that you really wanted? [Asked only of those employed or unemployed]

	Gender			Age				
	Total	Male	Female	30-34	35-44	45-54	55-64	65+
Yes	937 47%	461 49%	477 45%	157 65%	249 53%	230 54%	130 38%	171 33%
No	1052 53%	480 51%	572 55%	86 35%	223 47%	192 46%	210 62%	341 67%

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Do you feel that there are or have been barriers to you following the career that you'd really like or the career that you really wanted? [Asked only of those employed or unemployed]

	Region										
	London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Yes	114	124	97	62	70	100	78	95	42	85	69
	49%	44%	54%	60%	48%	52%	45%	41%	47%	47%	39%
No	117	157	84	41	76	92	95	138	47	97	107
	51%	56%	46%	40%	52%	48%	55%	59%	53%	53%	61%

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Do you feel that there are or have been barriers to you following the career that you'd really like or the career that you really wanted? [Asked only of those employed or unemployed]

	SEG				Ethnic	
	AB	C1	C2	DE	White	Non-white
Yes	165	285	141	347	871	67
	39%	49%	50%	49%	46%	60%
No	260	292	143	357	1007	45
	61%	51%	50%	51%	54%	40%

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Which, if any, of the following have been barriers to you being able to follow the career path that you'd really like / you really wanted to follow? [Asked only of those who said they had faced barriers]

		Gender			Age				
		Total	Male	Female	30-34	35-44	45-54	55-64	65+
Not having the right educational qualifications	Yes	491	250	241	87	132	118	69	86
		56%	56%	55%	57%	57%	54%	59%	53%
	No	360	178	182	57	94	91	46	73
	I don't know	31	15	15	10	7	9	2	2
		3%	3%	4%	7%	3%	4%	2%	1%
Not getting enough encouragement from family/friends	Yes	285	115	170	43	71	69	40	63
		33%	27%	39%	29%	31%	33%	35%	41%
	No	516	282	234	96	143	125	68	84
	I don't know	57	22	35	12	15	16	7	8
		7%	5%	8%	8%	7%	8%	6%	5%
Not getting good enough careers advice at school	Yes	555	273	282	82	148	131	83	110
		64%	64%	63%	53%	64%	62%	70%	69%
	No	266	136	131	59	65	71	31	39
	I don't know	53	21	31	12	17	9	4	10
		6%	5%	7%	8%	7%	4%	3%	6%
Not having the time to pursue it	Yes	391	164	227	69	112	114	39	57
		46%	39%	52%	46%	48%	54%	34%	38%
	No	403	220	183	72	107	78	65	82
	I don't know	62	33	29	10	12	18	10	11
		7%	8%	7%	7%	5%	9%	8%	7%

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Which, if any, of the following have been barriers to you being able to follow the career path that you'd really like / you really wanted to follow? [Asked only of those who said they had faced barriers]

		Gender			Age				
		Total	Male	Female	30-34	35-44	45-54	55-64	65+
Not having the right skills to pursue it	Yes	438	216	221	83	129	109	55	62
		51%	50%	51%	54%	56%	51%	49%	40%
	No	375	192	183	57	86	98	53	80
	I don't know	53	23	30	12	17	9	3	12
		6%	5%	7%	8%	7%	4%	3%	8%
Not having the money to pursue it	Yes	534	257	276	100	161	133	61	79
		61%	60%	62%	65%	67%	63%	53%	51%
	No	297	151	146	43	67	70	48	69
	I don't know	45	23	22	9	13	9	7	8
		5%	5%	5%	6%	5%	4%	6%	5%
Not feeling the confidence to pursue it	Yes	509	219	291	101	155	129	58	67
		58%	52%	64%	66%	66%	59%	50%	43%
	No	330	184	146	45	68	82	50	85
	I don't know	39	20	19	8	11	6	9	4
		4%	5%	4%	5%	5%	3%	8%	3%
Not enough jobs around that really appeal	Yes	427	231	196	82	136	112	53	43
		50%	54%	45%	54%	59%	52%	47%	29%
	No	344	156	189	48	81	80	47	88
	I don't know	89	41	48	22	13	23	14	18
		10%	10%	11%	14%	6%	11%	12%	12%
Not having the right experience	Yes	503	250	252	102	161	134	60	46
		58%	58%	58%	66%	68%	63%	51%	31%
	No	317	153	164	43	68	70	48	89
	I don't know	49	29	20	9	9	9	9	13
		6%	7%	5%	6%	4%	4%	8%	9%

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Which, if any, of the following have been barriers to you being able to follow the career path that you'd really like / you really wanted to follow? [Asked only of those who said they had faced barriers]

		Region										
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland
Not having the right educational qualifications	Yes	53	78	57	25	40	44	37	52	26	51	29
		51%	68%	61%	50%	61%	46%	51%	56%	63%	60%	43%
	No	50	32	34	25	23	47	32	37	15	29	36
		48%	28%	37%	50%	35%	49%	44%	40%	36%	34%	53%
	I don't know	1	4	2	0	2	5	3	4	0	5	3
		1%	4%	2%	0%	3%	6%	4%	4%	1%	6%	4%
Not getting enough encouragement from family/friends	Yes	31	40	33	29	19	33	24	27	14	19	17
		30%	37%	39%	46%	29%	34%	34%	32%	34%	24%	26%
	No	61	61	51	30	44	61	37	53	25	53	42
		61%	56%	59%	48%	67%	63%	53%	63%	61%	65%	64%
	I don't know	9	8	2	3	2	2	9	4	2	9	7
		9%	7%	2%	6%	4%	2%	13%	5%	5%	11%	10%
Not getting good enough careers advice at school	Yes	58	69	59	36	41	59	52	58	26	57	39
		56%	65%	68%	60%	63%	62%	70%	63%	64%	70%	60%
	No	40	27	15	23	22	27	21	28	14	24	24
		39%	25%	18%	39%	34%	29%	28%	31%	35%	29%	36%
	I don't know	5	11	12	1	2	9	1	6	1	1	3
		4%	10%	14%	1%	3%	10%	2%	7%	2%	1%	4%
Not having the time to pursue it	Yes	42	57	45	22	27	35	28	45	21	44	23
		41%	51%	54%	45%	41%	37%	40%	53%	51%	55%	35%
	No	54	44	33	26	38	53	38	34	16	32	36
		52%	39%	39%	51%	57%	55%	54%	39%	39%	39%	55%
	I don't know	8	10	6	2	1	8	4	7	4	5	6
		7%	9%	8%	4%	1%	9%	6%	8%	9%	6%	10%

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Which, if any, of the following have been barriers to you being able to follow the career path that you'd really like / you really wanted to follow? [Asked only of those who said they had faced barriers]

		Region											
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands	Scotland	
Not having the right skills to pursue it	Yes	47	50	48	31	38	48	35	40	22	54	26	
		46%	45%	53%	57%	59%	49%	49%	47%	53%	65%	40%	
	No	50	49	35	23	25	47	31	39	19	24	33	
		49%	44%	39%	42%	38%	48%	44%	46%	46%	28%	50%	
I don't know		4	12	7	1	2	2	5	5	0	6	7	
		4%	11%	8%	1%	4%	2%	7%	6%	1%	7%	11%	
	Not having the money to pursue it	Yes	52	69	58	38	36	52	47	64	27	54	37
			51%	61%	66%	69%	56%	53%	63%	72%	66%	64%	55%
No		47	35	25	16	28	38	23	21	14	25	26	
		46%	31%	28%	30%	43%	39%	31%	23%	33%	30%	39%	
I don't know		3	10	5	1	1	7	4	5	0	5	4	
		3%	9%	6%	1%	1%	7%	6%	5%	1%	6%	6%	
	Not feeling the confidence to pursue it	Yes	60	70	46	36	35	50	39	52	24	59	38
			56%	61%	54%	60%	54%	52%	53%	61%	59%	73%	56%
No		42	37	34	23	30	43	29	29	16	21	25	
		40%	32%	40%	38%	45%	45%	40%	35%	38%	25%	38%	
I don't know		4	8	5	1	1	3	6	4	1	2	4	
		4%	7%	6%	2%	1%	3%	8%	4%	3%	2%	6%	
	Not enough jobs around that really appeal	Yes	34	49	58	34	31	40	30	52	24	45	31
			33%	44%	62%	65%	47%	42%	41%	62%	58%	56%	48%
No		60	42	28	18	27	46	35	23	14	26	26	
		59%	38%	31%	33%	41%	47%	49%	27%	35%	32%	41%	
I don't know		8	19	7	1	8	10	7	9	3	9	7	
		8%	17%	7%	2%	12%	11%	9%	11%	6%	12%	11%	
	Not having the right experience	Yes	50	52	58	33	46	51	44	51	27	60	31
			48%	49%	65%	64%	66%	52%	61%	57%	66%	74%	46%
No		47	45	28	18	22	39	26	30	13	18	31	
		46%	42%	31%	35%	32%	40%	35%	34%	32%	22%	47%	
I don't know		6	10	4	1	1	7	2	8	0	3	5	
		6%	9%	5%	1%	2%	7%	3%	9%	1%	4%	8%	

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		SEG				Ethnic	
		AB	C1	C2	DE	White	Non-white
Not having the right educational qualifications	Yes	75	140	75	202	467	24
		47%	52%	57%	63%	57%	37%
	No	83	124	51	103	327	33
		52%	46%	39%	32%	40%	52%
	I don't know	2	7	6	16	24	7
		1%	2%	5%	5%	3%	11%
Not getting enough encouragement from family/friends	Yes	40	80	38	127	272	13
		26%	31%	30%	40%	34%	23%
	No	105	162	84	166	479	36
		68%	62%	66%	52%	60%	62%
	I don't know	9	19	5	24	48	9
		6%	7%	4%	8%	6%	16%
Not getting good enough careers advice at school	Yes	97	164	81	213	529	26
		62%	62%	62%	67%	65%	45%
	No	52	91	38	86	238	28
		33%	34%	29%	27%	29%	49%
	I don't know	9	10	12	22	49	4
		5%	4%	9%	7%	6%	6%
Not having the time to pursue it	Yes	65	117	65	144	365	26
		42%	44%	51%	47%	46%	44%
	No	81	126	57	139	375	28
		52%	47%	45%	45%	47%	47%
	I don't know	9	23	5	24	56	6
		6%	9%	4%	8%	7%	9%

BISS LANCASTER: ARMY RECRUITMENT POLL

AGES 30+

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Which, if any, of the following have been barriers to you being able to follow the career path that you'd really like / you really wanted to follow? [Asked only of those who said they had faced barriers]

		SEG				Ethnic	
		AB	C1	C2	DE	White	Non-white
Not having the right skills to pursue it	Yes	60	118	74	185	406	32
		39%	45%	57%	59%	51%	50%
	No	84	131	47	113	348	26
		55%	49%	36%	36%	43%	41%
	I don't know	9	16	9	18	47	6
		6%	6%	7%	6%	6%	9%
Not having the money to pursue it	Yes	79	165	84	206	501	33
		51%	62%	64%	64%	62%	51%
	No	70	88	40	99	267	30
		45%	33%	31%	31%	33%	47%
	I don't know	7	14	7	17	44	1
		4%	5%	5%	5%	5%	2%
Not feeling the confidence to pursue it	Yes	89	151	76	193	480	30
		58%	56%	58%	60%	59%	49%
	No	63	107	49	111	302	28
		41%	40%	37%	34%	37%	46%
	I don't know	2	12	6	18	36	3
		1%	5%	5%	6%	4%	4%
Not enough jobs around that really appeal	Yes	63	130	69	163	398	29
		41%	49%	56%	51%	50%	45%
	No	80	111	44	109	320	24
		52%	42%	36%	34%	40%	37%
	I don't know	10	23	11	45	77	12
		6%	9%	9%	14%	10%	18%
Not having the right experience	Yes	72	146	82	202	464	38
		47%	54%	64%	63%	58%	60%
	No	73	108	40	96	294	22
		48%	40%	32%	30%	37%	35%
	I don't know	7	15	5	21	46	3
		5%	6%	4%	7%	6%	5%

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		Gender			Age				
		Total	Male	Female	30-34	35-44	45-54	55-64	65+
More / better advice on careers	Very important	229	89	141	46	78	70	24	11
		45%	38%	51%	44%	42%	52%	39%	64%
	Fairly important	203	103	100	44	77	49	28	5
		40%	44%	36%	41%	41%	36%	45%	32%
	Very unimportant	61	34	27	12	28	12	8	1
	12%	15%	10%	11%	15%	9%	13%	5%	
	I don't know	16	8	7	4	4	5	2	0
		3%	4%	3%	4%	2%	4%	3%	0%
A better personal awareness of your skills and weaknesses	Very important	234	97	137	51	82	61	29	11
		46%	41%	50%	47%	44%	45%	46%	67%
	Fairly important	234	112	122	46	88	68	27	4
		46%	48%	44%	43%	47%	50%	43%	27%
	Very unimportant	30	19	11	7	13	4	6	1
	6%	8%	4%	6%	7%	3%	9%	6%	
	I don't know	12	7	5	4	4	3	2	0
		2%	3%	2%	4%	2%	2%	2%	0%
More confidence in yourself	Very important	294	120	173	62	108	81	33	10
		58%	51%	63%	59%	57%	59%	53%	60%
	Fairly important	182	96	87	35	70	45	26	7
		36%	41%	32%	33%	37%	33%	41%	40%
	Very unimportant	25	15	10	7	8	8	2	0
	5%	6%	4%	6%	4%	6%	4%	0%	
	I don't know	8	4	4	2	2	3	2	0
		2%	2%	1%	2%	1%	2%	2%	0%

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		Gender			Age				
		Total	Male	Female	30-34	35-44	45-54	55-64	65+
More time to decide upon your career path	Very important	161	66	95	39	60	43	15	4
		32%	28%	35%	37%	32%	32%	24%	21%
	Fairly important	248	120	128	46	93	71	29	9
		49%	51%	47%	43%	50%	52%	48%	53%
	Very unimportant	78	43	35	18	26	17	13	4
	15%	18%	13%	17%	14%	12%	21%	26%	
	I don't know	20	4	16	3	7	5	4	0
		4%	2%	6%	3%	4%	4%	7%	0%
A better awareness of the job market	Very important	210	86	124	53	70	60	20	7
		41%	37%	45%	50%	37%	45%	31%	42%
	Fairly important	231	115	116	42	90	57	33	9
		45%	49%	42%	40%	48%	42%	52%	52%
	Very unimportant	49	25	24	8	19	11	9	1
	10%	11%	9%	8%	10%	8%	15%	6%	
	I don't know	19	8	11	2	8	7	1	0
		4%	3%	4%	2%	4%	5%	2%	0%

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		Region									
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands
More / better advice on careers	Very important	43	28	17	10	16	16	15	28	9	28
		50%	41%	47%	52%	49%	42%	36%	42%	45%	47%
	Fairly important	33	30	13	6	15	15	16	29	9	22
		38%	42%	35%	31%	46%	41%	38%	43%	45%	36%
	Very unimportant	10	8	5	3	2	4	7	8	2	8
A better personal awareness of your skills and weaknesses	I don't know	11%	12%	14%	16%	5%	12%	18%	12%	8%	14%
		1%	5%	4%	0%	0%	5%	9%	2%	3%	3%
	Very important	50	31	18	6	13	16	13	28	11	27
		57%	45%	51%	29%	39%	41%	31%	42%	58%	45%
	Fairly important	33	32	17	13	19	19	22	30	6	30
More confidence in yourself		38%	46%	47%	65%	56%	50%	52%	45%	32%	50%
	Very unimportant	4	5	0	1	2	3	3	6	2	1
		4%	7%	0%	6%	5%	7%	8%	9%	9%	1%
	I don't know	1	2	1	0	0	1	3	2	0	2
		1%	3%	3%	0%	0%	2%	8%	3%	0%	4%
More confidence in yourself	Very important	54	40	17	10	16	22	18	38	13	39
		62%	58%	46%	51%	46%	58%	44%	57%	66%	66%
	Fairly important	30	24	19	10	18	14	16	22	5	17
		34%	34%	52%	49%	52%	37%	39%	33%	26%	29%
	Very unimportant	3	5	1	0	1	2	4	4	2	2
I don't know		3%	7%	2%	0%	2%	5%	9%	6%	8%	3%
		0	1	0	0	0	0	3	3	0	1
		0%	1%	0%	0%	0%	0%	8%	4%	0%	2%

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		Region									
		London	South	South West	Wales	East Midlands	Eastern	Yorkshire & Humberside	North West	North East	West Midlands
More time to decide upon your career path	Very important	34	17	9	7	12	11	11	16	7	19
		39%	25%	26%	34%	34%	29%	28%	25%	36%	33%
	Fairly important	37	35	20	10	19	20	17	37	8	29
		42%	51%	55%	53%	56%	53%	41%	56%	42%	50%
	Very unimportant	14	11	7	1	3	5	9	10	4	7
	16%	16%	19%	6%	10%	14%	21%	14%	19%	13%	
	I don't know	2	5	0	1	0	1	4	3	0	2
		2%	8%	0%	7%	0%	4%	10%	5%	3%	4%
A better awareness of the job market	Very important	41	28	14	11	12	16	12	23	8	26
		47%	40%	38%	56%	37%	43%	30%	34%	42%	43%
	Fairly important	37	29	19	6	18	16	20	37	10	24
		42%	43%	51%	31%	53%	41%	47%	56%	50%	41%
	Very unimportant	8	10	3	2	2	6	5	4	1	5
	9%	15%	8%	12%	7%	16%	13%	6%	6%	8%	
	I don't know	2	1	1	0	1	0	4	3	0	5
		2%	2%	2%	0%	3%	0%	11%	4%	3%	8%

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		Region		SEG			Ethnic	
		Scotland	AB	C1	C2	DE	White	Non-white
More / better advice on careers	Very important	19	82	127	16	5	207	22
		48%	47%	46%	39%	25%	45%	43%
	Fairly important	16	70	103	19	11	183	20
		41%	40%	37%	47%	55%	40%	40%
	Very unimportant	3	19	36	5	2	54	7
	8%	11%	13%	11%	11%	12%	14%	
	I don't know	1	3	10	1	2	14	1
		2%	2%	4%	2%	9%	3%	3%
A better personal awareness of your skills and weaknesses	Very important	21	87	128	14	5	208	26
		55%	50%	46%	35%	23%	45%	51%
	Fairly important	14	72	129	22	11	212	22
		35%	41%	47%	56%	57%	46%	44%
	Very unimportant	4	13	12	3	2	29	1
	10%	7%	5%	8%	11%	6%	3%	
	I don't know	0	3	7	1	2	11	1
		0%	2%	3%	1%	9%	2%	3%
More confidence in yourself	Very important	28	96	165	24	9	265	29
		72%	55%	60%	61%	44%	58%	56%
	Fairly important	9	69	94	13	7	164	18
		22%	39%	34%	33%	36%	36%	36%
	Very unimportant	2	7	13	2	2	21	4
	6%	4%	5%	6%	11%	5%	8%	
	I don't know	0	2	4	0	2	8	0
		0%	1%	1%	0%	9%	2%	0%

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		Region		SEG			Ethnic	
		Scotland	AB	C1	C2	DE	White	Non-white
More time to decide upon your career path	Very important	17	59	83	15	4	144	17
		43%	34%	30%	37%	22%	32%	33%
	Fairly important	16	85	131	21	12	224	25
		40%	49%	48%	53%	58%	49%	49%
	Very unimportant	6	27	45	4	2	72	6
	16%	15%	16%	10%	11%	16%	12%	
	I don't know	0	3	16	0	2	17	3
		0%	2%	6%	0%	9%	4%	6%
A better awareness of the job market	Very important	20	73	112	20	5	190	20
		51%	42%	41%	50%	26%	41%	40%
	Fairly important	16	79	128	15	8	207	24
		41%	46%	47%	37%	42%	45%	47%
	Very unimportant	2	17	25	5	2	43	6
	5%	10%	9%	13%	11%	9%	11%	
	I don't know	2	4	11	0	4	18	1
		4%	2%	4%	0%	21%	4%	2%