

## The Careers & Enterprise Company, Business leaders' perceptions of the employability of young people during Covid-19 – July 2020

*Methodology: Savanta ComRes interviewed 251 leaders (C-Suite, Directors or Senior managers) from medium & large businesses (with >250 employees) in the UK from the 26<sup>th</sup> June and 1<sup>st</sup> July 2020. Savanta ComRes is a member of the British Polling Council and abides by its rules.*

All press releases or other publications must be checked with Savanta ComRes before use. Savanta ComRes requires 48-hours to check a press release unless otherwise agreed.

For information about commissioning research please contact [info@comresglobal.com](mailto:info@comresglobal.com) or call +44 (0)20 7871 8660

To register for Pollwatch, featuring commentary and insight from the Savanta ComRes team, please email: [pollwatch@comresglobal.com](mailto:pollwatch@comresglobal.com)

**Page: i**  
**Table of Contents**

A47. Thinking about school and college leavers and their early careers roles, what challenges or constraints, if any, do you foresee for their recruitment or work placement in your business in the current environment? .....	1
BASE: All DMs	
A48. SUMMARY: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market? .....	9
BASE: All DMs	
A48.1. Essential employability skills (e.g. listening, presenting, problem solving, creativity, leadership, teamwork): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market? .....	10
BASE: All DMs	
A48.2. Wider character behaviours and attitudes (e.g. resilience, adaptability): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market? .....	16
BASE: All DMs	
A48.3. Literacy and numeracy: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market? .....	22
BASE: All DMs	
A48.4. Relevant work experience: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market? .....	28
BASE: All DMs	
A48.5. Strong academic results and qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market? .....	34
BASE: All DMs	
A48.6. Technical / Vocational education qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market? .....	40
BASE: All DMs	
A48.7. Digital / IT skills: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market? .....	46
BASE: All DMs	
A48.8. Self-motivation, preparedness, and skills to work remotely: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market? .....	52
BASE: All DMs	
A49. SUMMARY: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all? .....	58
BASE: All DMs	
A49.1. Stay in higher education to complete a post-graduate degree (e.g. Masters): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all? .....	59
BASE: All DMs	
A49.2. Contact employers to ask for career advice relevant to their sector of interest: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all? .....	65
BASE: All DMs	
A49.3. Update and tailor their CV according to the job they are interested in: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all? .....	71
BASE: All DMs	
A49.4. Update and improve their professional profile (e.g. LinkedIn): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all? .....	77
BASE: All DMs	
A49.5. Update and improve their personal brand on social media (e.g. Twitter, Instagram, blogs): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all? .....	83
BASE: All DMs	
A49.6. Develop skills / knowledge through on-line learning and courses: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all? .....	89
BASE: All DMs	
A49.7. Undertake work experience / internships: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all? .....	95
BASE: All DMs	
A49.8. Undertake volunteering to develop skills and demonstrate character: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all? .....	101
BASE: All DMs	

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A47. Thinking about school and college leavers and their early careers roles, what challenges or constraints, if any, do you foresee for their recruitment or work placement in your business in the current environment?

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Continuing economic uncertainty	87 35%	21 34%	23 29%	43 39%
Prioritising bringing back furloughed employees	84 33%	20 32%	23 29%	41 37%
Lack of demand for entry level employees	75 30%	20 32%	21 27%	34 31%
Uncertainty over the process for awarding GCSE and A level grades making it difficult to establish their achievement levels	80 32%	20 32%	24 31%	36 32%
General lack of work readiness (i.e. the skills and attitudes necessary to make school and college leavers ready for work)	81 32%	19 31%	29 37%	33 30%
Reduction in the number of work experience opportunities available for school and college leavers	76 30%	18 29%	28 36%	30 27%
Reduction in the number of apprenticeship places available for school and college leavers	72 29%	20 32%	24 31%	28 25%
Barriers to induction / training / learning business culture and values in a remote working environment	72 29%	18 29%	22 28%	32 29%
None of the above	15 6%	5 8%	3 4%	7 6%
I don't know	14 6%	- -	5 6%	9 8%
			a	a

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A47. Thinking about school and college leavers and their early careers roles, what challenges or constraints, if any, do you foresee for their recruitment or work placement in your business in the current environment?

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Continuing economic uncertainty	87 35%	1 50%	2 100%	1 50%	2 33%	3 21%	7 64%	1 14%	11 30%	7 50%	19 33%	6 20%	- -	1 25%
Prioritising bringing back furloughed employees	84 33%	- -	- -	1 50%	2 33%	3 21%	2 18%	4 57%	12 32%	7 50%	15 26%	9 30%	- -	2 50%
Lack of demand for entry level employees	75 30%	1 50%	1 50%	- -	2 33%	5 36%	5 45%	2 29%	13 35%	5 36%	13 22%	6 20%	- -	2 50%
Uncertainty over the process for awarding GCSE and A level grades making it difficult to establish their achievement levels	80 32%	- -	1 50%	- -	3 50%	2 14%	4 36%	3 43%	11 30%	4 29%	21 36%	13 43%	- -	1 25%
General lack of work readiness (i.e. the skills and attitudes necessary to make school and college leavers ready for work)	81 32%	- -	- -	1 50%	3 50%	2 14%	5 45%	3 43%	11 30%	8 57%	21 36%	7 23%	- -	1 25%
Reduction in the number of work experience opportunities available for school and college leavers	76 30%	2 100%	2 100%	1 50%	2 33%	3 21%	8 73%	2 29%	6 16%	6 43%	17 29%	7 23%	- -	1 25%
Reduction in the number of apprenticeship places available for school and college leavers	72 29%	- -	1 50%	1 50%	- -	4 29%	3 27%	2 29%	8 22%	6 43%	15 26%	8 27%	- -	1 25%
Barriers to induction / training / learning business culture and values in a remote working environment	72 29%	- -	1 50%	- -	1 17%	3 21%	3 27%	2 29%	9 24%	7 50%	18 31%	9 30%	- -	1 25%
None of the above	15 6%	- -	- -	- -	- -	4 29%	1 9%	- -	3 8%	- -	3 5%	2 7%	- -	- -
I don't know	14 6%	- -	- -	- -	1 17%	- -	- -	- -	4 11%	- -	3 5%	2 7%	- -	- -

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A47. Thinking about school and college leavers and their early careers roles, what challenges or constraints, if any, do you foresee for their recruitment or work placement in your business in the current environment?

BASE: All DMs

	Industry					
	Total	Professional services	Retail	Transportation and travel	Wholesale	Other
Significance Level: 95%		*a	*b	*c	*d	*e
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Continuing economic uncertainty	87 35%	6 43%	7 35%	5 38%	2 25%	6 67%
Prioritising bringing back furloughed employees	84 33%	3 21%	6 30%	8 62%	3 38%	7 78%
Lack of demand for entry level employees	75 30%	2 14%	5 25%	7 54%	2 25%	4 44%
Uncertainty over the process for awarding GCSE and A level grades making it difficult to establish their achievement levels	80 32%	2 14%	5 25%	4 31%	2 25%	4 44%
General lack of work readiness (i.e. the skills and attitudes necessary to make school and college leavers ready for work)	81 32%	5 36%	4 20%	5 38%	1 13%	4 44%
Reduction in the number of work experience opportunities available for school and college leavers	76 30%	4 29%	5 25%	5 38%	- -	5 56%
Reduction in the number of apprenticeship places available for school and college leavers	72 29%	4 29%	6 30%	6 46%	2 25%	5 56%
Barriers to induction / training / learning business culture and values in a remote working environment	72 29%	8 57%	2 10%	3 23%	2 25%	3 33%
None of the above	15 6%	- -	1 5%	- -	1 13%	- -
I don't know	14 6%	2 14%	1 5%	- -	1 13%	- -

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A47. Thinking about school and college leavers and their early careers roles, what challenges or constraints, if any, do you foresee for their recruitment or work placement in your business in the current environment?

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Continuing economic uncertainty	87 35%	22 32%	9 31%	8 19%	6 18%	36 31%	6 21%	14 33%	7 29%	8 35%	2 40%
Prioritising bringing back furloughed employees	84 33%	27 39%	8 28%	11 26%	7 21%	36 31%	12 43%	11 26%	10 42%	9 39%	3 60%
Lack of demand for entry level employees	75 30%	19 28%	7 24%	13 30%	10 29%	30 26%	4 14%	11 26%	4 17%	3 13%	1 20%
Uncertainty over the process for awarding GCSE and A level grades making it difficult to establish their achievement levels	80 32%	20 29%	14 48%	14 33%	13 38%	39 34%	9 32%	14 33%	7 29%	8 35%	- -
General lack of work readiness (i.e. the skills and attitudes necessary to make school and college leavers ready for work)	81 32%	25 36%	11 38%	13 30%	7 21%	38 33%	13 46%	12 28%	7 29%	6 26%	1 20%
Reduction in the number of work experience opportunities available for school and college leavers	76 30%	26 38%	13 45%	9 21%	10 29%	34 29%	9 32%	13 30%	7 29%	6 26%	3 60%
Reduction in the number of apprenticeship places available for school and college leavers	72 29%	22 32%	12 41%	10 23%	6 18%	31 27%	8 29%	13 30%	7 29%	7 30%	2 40%
Barriers to induction / training / learning business culture and values in a remote working environment	72 29%	23 33%	14 48%	14 33%	10 29%	33 28%	12 43%	14 33%	7 29%	7 30%	- -
None of the above	15 6%	6 9%	2 7%	5 12%	5 15%	7 6%	2 7%	5 12%	3 13%	2 9%	- -
I don't know	14 6%	3 4%	1 3%	5 12%	2 6%	5 4%	1 4%	2 5%	1 4%	2 9%	1 20%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A47. Thinking about school and college leavers and their early careers roles, what challenges or constraints, if any, do you foresee for their recruitment or work placement in your business in the current environment?

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Continuing economic uncertainty	87 35%	- -	35 41%	6 26%	2 18%	5 22%	1 100%	10 50%	17 50%	2 22%	2 18%	7 28%	57 39%	30 29%
Prioritising bringing back furloughed employees	84 33%	3 33%	25 29%	8 35%	4 36%	8 35%	1 100%	8 40%	13 38%	3 33%	5 45%	6 24%	51 35%	33 32%
Lack of demand for entry level employees	75 30%	- -	27 32%	7 30%	4 36%	6 26%	1 100%	8 40%	14 41%	1 11%	2 18%	5 20%	50 34%	25 24%
Uncertainty over the process for awarding GCSE and A level grades making it difficult to establish their achievement levels	80 32%	4 44%	29 34%	6 26%	2 18%	7 30%	- -	5 25%	10 29%	6 67%	3 27%	8 32%	50 34%	30 29%
General lack of work readiness (i.e. the skills and attitudes necessary to make school and college leavers ready for work)	81 32%	2 22%	33 39%	7 30%	5 45%	7 30%	- -	4 20%	11 32%	3 33%	2 18%	7 28%	49 33%	32 31%
Reduction in the number of work experience opportunities available for school and college leavers	76 30%	4 44%	26 31%	7 30%	- -	7 30%	- -	7 35%	15 44%	3 33%	2 18%	5 20%	50 34%	26 25%
Reduction in the number of apprenticeship places available for school and college leavers	72 29%	2 22%	26 31%	7 30%	3 27%	4 17%	- -	7 35%	11 32%	3 33%	4 36%	5 20%	45 31%	27 26%
Barriers to induction / training / learning business culture and values in a remote working environment	72 29%	3 33%	31 36%	2 9%	5 45%	4 17%	- -	7 35%	9 26%	3 33%	- -	8 32%	51 35%	21 20%
None of the above	15 6%	1 11%	2 2%	3 13%	1 9%	1 4%	- -	2 10%	1 3%	1 11%	1 9%	2 8%	5 3%	10 10%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A47. Thinking about school and college leavers and their early careers roles, what challenges or constraints, if any, do you foresee for their recruitment or work placement in your business in the current environment?**

BASE: All DMs

Significance Level: 95%

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
I don't know	14 6%	-	5 6%	1 4%	1 9%	2 9%	-	1 5%	-	-	1 9%	3 12%	9 6%	5 5%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A47. Thinking about school and college leavers and their early careers roles, what challenges or constraints, if any, do you foresee for their recruitment or work placement in your business in the current environment?

BASE: All DMs

	Sector								
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit	
Significance Level: 95%		a	*b	c	d	e	*f	*g	
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%	
Continuing economic uncertainty	87 35%	19 33%	9 32%	11 23%	19 33%	20 44% c	2 100%	1 25%	
Prioritising bringing back furloughed employees	84 33%	15 26%	9 32%	13 27%	17 30%	21 47% a	- -	2 50%	
Lack of demand for entry level employees	75 30%	13 22%	7 25%	12 25%	17 30%	19 42% a	1 50%	2 50%	
Uncertainty over the process for awarding GCSE and A level grades making it difficult to establish their achievement levels	80 32%	21 36%	7 25%	15 31%	16 28%	15 33%	1 50%	1 25%	
General lack of work readiness (i.e. the skills and attitudes necessary to make school and college leavers ready for work)	81 32%	21 36%	5 18%	10 21%	19 33%	21 47% c	- -	1 25%	
Reduction in the number of work experience opportunities available for school and college leavers	76 30%	17 29%	5 18%	13 27%	12 21%	21 47% d	2 100%	1 25%	
Reduction in the number of apprenticeship places available for school and college leavers	72 29%	15 26%	8 29%	13 27%	12 21%	17 38%	1 50%	1 25%	
Barriers to induction / training / learning business culture and values in a remote working environment	72 29%	18 31%	4 14%	12 25%	18 32%	15 33%	1 50%	1 25%	

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A47. Thinking about school and college leavers and their early careers roles, what challenges or constraints, if any, do you foresee for their recruitment or work placement in your business in the current environment?**

BASE: All DMs

Significance Level: 95%

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
None of the above	15 6%	3 5%	2 7%	6 13%	3 5%	1 2%	-	-
I don't know	14 6%	3 5%	2 7%	2 4%	7 12%	-	-	-
					e			

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48. SUMMARY: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Total	Not at all important	Not very important	Fairly important	Very important	I don't know	NET: TOTAL Not important	NET: TOTAL Important
Essential employability skills (e.g. listening, presenting, problem solving, creativity, leadership, teamwork)	251 100%	5 2%	7 3%	83 33%	150 60%	6 2%	12 5%	233 93%
Wider character behaviours and attitudes (e.g. resilience, adaptability)	251 100%	3 1%	19 8%	86 34%	137 55%	6 2%	22 9%	223 89%
Literacy and numeracy	251 100%	4 2%	8 3%	88 35%	145 58%	6 2%	12 5%	233 93%
Relevant work experience	251 100%	4 2%	27 11%	95 38%	116 46%	9 4%	31 12%	211 84%
Strong academic results and qualifications	251 100%	2 1%	18 7%	109 43%	115 46%	7 3%	20 8%	224 89%
Technical / Vocational education qualifications	251 100%	1 *	27 11%	113 45%	103 41%	7 3%	28 11%	216 86%
Digital / IT skills	251 100%	2 1%	15 6%	81 32%	149 59%	4 2%	17 7%	230 92%
Self-motivation, preparedness, and skills to work remotely	251 100%	3 1%	12 5%	73 29%	158 63%	5 2%	15 6%	231 92%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.1. Essential employability skills (e.g. listening, presenting, problem solving, creativity, leadership, teamwork): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	5 2%	2 3%	1 1%	2 2%
Not very important	7 3%	3 5%	2 3%	2 2%
Fairly important	83 33%	13 21%	33 42% a	37 33%
Very important	150 60%	43 69% b	41 53%	66 59%
I don't know	6 2%	1 2%	1 1%	4 4%
NET: TOTAL Not important	12 5%	5 8%	3 4%	4 4%
NET: TOTAL Important	233 93%	56 90%	74 95%	103 93%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.1. Essential employability skills (e.g. listening, presenting, problem solving, creativity, leadership, teamwork): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	5 2%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	2 3%	- -	- -	- -
Not very important	7 3%	- -	- -	- -	1 17%	- -	1 9%	- -	- -	- -	4 7%	1 3%	- -	- -
Fairly important	83 33%	- -	- -	1 50%	1 17%	7 50%	5 45%	4 57%	16 43%	6 43%	15 26%	7 23%	- -	1 25%
Very important	150 60%	2 100%	2 100%	1 50%	4 67%	7 50%	5 45%	2 29%	19 51%	8 57%	35 60%	21 70%	- -	3 75%
I don't know	6 2%	- -	- -	- -	- -	- -	- -	1 14%	1 3%	- -	2 3%	1 3%	- -	- -
NET: TOTAL Not important	12 5%	- -	- -	- -	1 17%	- -	1 9%	- -	1 3%	- -	6 10%	1 3%	- -	- -
NET: TOTAL Important	233 93%	2 100%	2 100%	2 100%	5 83%	14 100%	10 91%	6 86%	35 95%	14 100%	50 86%	28 93%	- -	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.1. Essential employability skills (e.g. listening, presenting, problem solving, creativity, leadership, teamwork): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Total	Industry				
		Professional services *a	Retail *b	Transportation and travel *c	Wholesale *d	Other *e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	5 2%	- -	- -	1 8%	1 13%	- -
Not very important	7 3%	- -	- -	- -	- -	- -
Fairly important	83 33%	6 43%	6 30%	2 15%	5 63%	1 11%
Very important	150 60%	8 57%	13 65%	10 77%	2 25%	8 89%
I don't know	6 2%	- -	1 5%	- -	- -	- -
NET: TOTAL Not important	12 5%	- -	- -	1 8%	1 13%	- -
NET: TOTAL Important	233 93%	14 100%	19 95%	12 92%	7 88%	9 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.1. Essential employability skills (e.g. listening, presenting, problem solving, creativity, leadership, teamwork): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
Significance Level: 95%		a	*b	c	d	e	*f	g	*h	*i	*j
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	5 2%	1 1%	- -	1 2%	- -	2 2%	- -	2 5%	- -	- -	- -
Not very important	7 3%	- -	1 3%	- -	2 6% a	5 4%	- -	1 2%	1 4%	- -	- -
Fairly important	83 33%	19 28%	4 14%	14 33%	8 24%	45 39% g	3 11%	9 21%	9 38%	3 13%	1 20%
Very important	150 60%	48 70% e	24 83%	27 63%	24 71%	61 53%	25 89%	30 70%	14 58%	20 87%	4 80%
I don't know	6 2%	1 1%	- -	1 2%	- -	3 3%	- -	1 2%	- -	- -	- -
NET: TOTAL Not important	12 5%	1 1%	1 3%	1 2%	2 6%	7 6%	- -	3 7%	1 4%	- -	- -
NET: TOTAL Important	233 93%	67 97%	28 97%	41 95%	32 94%	106 91%	28 100%	39 91%	23 96%	23 100%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.1. Essential employability skills (e.g. listening, presenting, problem solving, creativity, leadership, teamwork): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	5 2%	- -	1 1%	1 4%	- -	1 4%	- -	1 5%	- -	1 11%	- -	- -	4 3%	1 1%
Not very important	7 3%	1 11%	4 5%	- -	- -	1 4%	- -	- -	1 3%	- -	- -	- -	6 4%	1 1%
Fairly important	83 33%	3 33%	29 34%	11 48%	1 9%	8 35%	- -	5 25%	12 35%	6 67%	1 9%	7 28%	50 34%	33 32%
Very important	150 60%	5 56%	50 59%	10 43%	9 82%	13 57%	1 100%	13 65%	21 62%	2 22%	9 82%	17 68%	85 58%	65 63%
I don't know	6 2%	- -	1 1%	1 4%	1 9%	- -	- -	1 5%	- -	- -	1 9%	1 4%	2 1%	4 4%
NET: TOTAL Not important	12 5%	1 11%	5 6%	1 4%	- -	2 9%	- -	1 5%	1 3%	1 11%	- -	- -	10 7%	2 2%
NET: TOTAL Important	233 93%	8 89%	79 93%	21 91%	10 91%	21 91%	1 100%	18 90%	33 97%	8 89%	10 91%	24 96%	135 92%	98 94%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.1. Essential employability skills (e.g. listening, presenting, problem solving, creativity, leadership, teamwork): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	5 2%	2 3%	1 4%	- -	1 2%	1 2%	- -	- -
Not very important	7 3%	4 7%	- -	1 2%	1 2%	1 2%	- -	- -
Fairly important	83 33%	15 26%	11 39%	15 31%	23 40%	17 38%	- -	1 25%
Very important	150 60%	35 60%	15 54%	31 65%	31 54%	25 56%	2 100%	3 75%
I don't know	6 2%	2 3%	1 4%	1 2%	1 2%	1 2%	- -	- -
NET: TOTAL Not important	12 5%	6 10%	1 4%	1 2%	2 4%	2 4%	- -	- -
NET: TOTAL Important	233 93%	50 86%	26 93%	46 96%	54 95%	42 93%	2 100%	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.2. Wider character behaviours and attitudes (e.g. resilience, adaptability): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	3 1%	2 3%	1 1%	- -
Not very important	19 8%	11 18% bc	4 5%	4 4%
Fairly important	86 34%	18 29%	26 33%	42 38%
Very important	137 55%	30 48%	45 58%	62 56%
I don't know	6 2%	1 2%	2 3%	3 3%
NET: TOTAL Not important	22 9%	13 21% bc	5 6%	4 4%
NET: TOTAL Important	223 89%	48 77%	71 91% a	104 94% a

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.2. Wider character behaviours and attitudes (e.g. resilience, adaptability): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	3 1%	- -	- -	- -	- -	1 7%	- -	- -	- -	- -	2 3%	- -	- -	- -
Not very important	19 8%	- -	- -	- -	- -	- -	1 9%	- -	4 11%	2 14%	6 10%	2 7%	- -	- -
Fairly important	86 34%	- -	1 50%	- -	3 50%	4 29%	4 36%	3 43%	11 30%	6 43%	19 33%	11 37%	- -	1 25%
Very important	137 55%	2 100%	1 50%	2 100%	3 50%	8 57%	6 55%	4 57%	21 57%	6 43%	30 52%	16 53%	- -	3 75%
I don't know	6 2%	- -	- -	- -	- -	1 7%	- -	- -	1 3%	- -	1 2%	1 3%	- -	- -
NET: TOTAL Not important	22 9%	- -	- -	- -	- -	1 7%	1 9%	- -	4 11%	2 14%	8 14%	2 7%	- -	- -
NET: TOTAL Important	223 89%	2 100%	2 100%	2 100%	6 100%	12 86%	10 91%	7 100%	32 86%	12 86%	49 84%	27 90%	- -	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.2. Wider character behaviours and attitudes (e.g. resilience, adaptability): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry					
	Total	Professional services	Retail	Transportation and travel	Wholesale	Other
Significance Level: 95%		*a	*b	*c	*d	*e
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	3 1%	-	-	-	-	-
Not very important	19 8%	1 7%	1 5%	1 8%	1 13%	-
Fairly important	86 34%	6 43%	7 35%	4 31%	4 50%	2 22%
Very important	137 55%	7 50%	11 55%	7 54%	3 38%	7 78%
I don't know	6 2%	-	1 5%	1 8%	-	-
NET: TOTAL Not important	22 9%	1 7%	1 5%	1 8%	1 13%	-
NET: TOTAL Important	223 89%	13 93%	18 90%	11 85%	7 88%	9 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.2. Wider character behaviours and attitudes (e.g. resilience, adaptability): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	3 1%	1 1%	1 3%	- -	- -	2 2%	- -	- -	- -	- -	- -
Not very important	19 8%	6 9%	4 14%	4 9%	5 15%	11 9%	4 14%	3 7%	4 17%	1 4%	- -
Fairly important	86 34%	15 22%	8 28%	13 30%	10 29%	40 34%	8 29%	14 33%	9 38%	9 39%	2 40%
Very important	137 55%	46 67%	16 55%	23 53%	18 53%	61 53%	16 57%	24 56%	11 46%	13 57%	3 60%
I don't know	6 2%	1 1%	- -	3 7%	1 3%	2 2%	- -	2 5%	- -	- -	- -
NET: TOTAL Not important	22 9%	7 10%	5 17%	4 9%	5 15%	13 11%	4 14%	3 7%	4 17%	1 4%	- -
NET: TOTAL Important	223 89%	61 88%	24 83%	36 84%	28 82%	101 87%	24 86%	38 88%	20 83%	22 96%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.2. Wider character behaviours and attitudes (e.g. resilience, adaptability): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	3 1%	- -	2 2%	- -	1 9%	- -	- -	- -	- -	- -	- -	- -	2 1%	1 1%
Not very important	19 8%	2 22%	13 15%	1 4%	- -	1 4%	- -	1 5%	1 3%	- -	- -	- -	9 6%	10 10%
Fairly important	86 34%	3 33%	25 29%	12 52%	4 36%	10 43%	1 100%	4 20%	11 32%	7 78%	2 18%	7 28%	52 35%	34 33%
Very important	137 55%	4 44%	44 52%	9 39%	4 36%	12 52%	- -	15 75%	22 65%	2 22%	8 73%	17 68%	81 55%	56 54%
I don't know	6 2%	- -	1 1%	1 4%	2 18%	- -	- -	- -	- -	- -	1 9%	1 4%	3 2%	3 3%
NET: TOTAL Not important	22 9%	2 22%	15 18% h	1 4%	1 9%	1 4%	- -	1 5%	1 3%	- -	- -	- -	11 7%	11 11%
NET: TOTAL Important	223 89%	7 78%	69 81%	21 91%	8 73%	22 96%	1 100%	19 95%	33 97% b	9 100%	10 91%	24 96%	133 90%	90 87%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.2. Wider character behaviours and attitudes (e.g. resilience, adaptability): How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	3 1%	2 3%	- -	1 2%	- -	- -	- -	- -
Not very important	19 8%	6 10%	2 7%	2 4%	5 9%	4 9%	- -	- -
Fairly important	86 34%	19 33%	11 39%	15 31%	20 35%	17 38%	1 50%	1 25%
Very important	137 55%	30 52%	14 50%	28 58%	31 54%	23 51%	1 50%	3 75%
I don't know	6 2%	1 2%	1 4%	2 4%	1 2%	1 2%	- -	- -
NET: TOTAL Not important	22 9%	8 14%	2 7%	3 6%	5 9%	4 9%	- -	- -
NET: TOTAL Important	223 89%	49 84%	25 89%	43 90%	51 89%	40 89%	2 100%	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.3. Literacy and numeracy: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	4 2%	1 2%	2 3%	1 1%
Not very important	8 3%	5 8%	2 3%	1 1%
Fairly important	88 35%	21 34%	34 44%	33 30%
Very important	145 58%	35 56%	38 49%	72 65%
I don't know	6 2%	-	2 3%	4 4%
NET: TOTAL Not important	12 5%	6 10%	4 5%	2 2%
NET: TOTAL Important	233 93%	56 90%	72 92%	105 95%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.3. Literacy and numeracy: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Industry													
	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit	
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	4 2%	- -	- -	- -	- -	- -	- -	1 14%	- -	- -	1 2%	- -	- -	- -
Not very important	8 3%	- -	1 50%	- -	- -	- -	- -	- -	1 3%	- -	3 5%	- -	- -	- -
Fairly important	88 35%	- -	1 50%	1 50%	2 33%	6 43%	6 55%	2 29%	17 46%	6 43%	16 28%	11 37%	- -	- -
Very important	145 58%	2 100%	- -	1 50%	4 67%	7 50%	5 45%	4 57%	17 46%	8 57%	37 64%	18 60%	- -	4 100%
I don't know	6 2%	- -	- -	- -	- -	1 7%	- -	- -	2 5%	- -	1 2%	1 3%	- -	- -
NET: TOTAL Not important	12 5%	- -	1 50%	- -	- -	- -	- -	1 14%	1 3%	- -	4 7%	- -	- -	- -
NET: TOTAL Important	233 93%	2 100%	1 50%	2 100%	6 100%	13 93%	11 100%	6 86%	34 92%	14 100%	53 91%	29 97%	- -	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.3. Literacy and numeracy: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry					
	Total	Professional services *a	Retail *b	Transportation and travel *c	Wholesale *d	Other *e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	4 2%	1 7%	1 5%	- -	- -	- -
Not very important	8 3%	- -	- -	1 8%	1 13%	1 11%
Fairly important	88 35%	6 43%	8 40%	4 31%	2 25%	- -
Very important	145 58%	7 50%	10 50%	8 62%	5 63%	8 89%
I don't know	6 2%	- -	1 5%	- -	- -	- -
NET: TOTAL Not important	12 5%	1 7%	1 5%	1 8%	1 13%	1 11%
NET: TOTAL Important	233 93%	13 93%	18 90%	12 92%	7 88%	8 89%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.3. Literacy and numeracy: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	4 2%	2 3%	- -	- -	1 3%	2 2%	1 4%	1 2%	- -	1 4%	- -
Not very important	8 3%	- -	2 7%	1 2%	- -	4 3%	1 4%	1 2%	1 4%	1 4%	- -
Fairly important	88 35%	22 32%	10 34%	15 35%	12 35%	44 38%	11 39%	11 26%	8 33%	4 17%	2 40%
Very important	145 58%	42 61%	17 59%	25 58%	21 62%	64 55%	15 54%	28 65%	14 58%	17 74%	3 60%
I don't know	6 2%	3 4%	- -	2 5%	- -	2 2%	- -	2 5%	1 4%	- -	- -
NET: TOTAL Not important	12 5%	2 3%	2 7%	1 2%	1 3%	6 5%	2 7%	2 5%	1 4%	2 9%	- -
NET: TOTAL Important	233 93%	64 93%	27 93%	40 93%	33 97%	108 93%	26 93%	39 91%	22 92%	21 91%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.3. Literacy and numeracy: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	4 2%	- -	2 2%	- -	- -	1 4%	- -	- -	1 3%	- -	- -	- -	1 1%	3 3%
Not very important	8 3%	- -	6 7%	- -	- -	1 4%	- -	- -	1 3%	- -	- -	- -	5 3%	3 3%
Fairly important	88 35%	5 56%	29 34%	12 52%	5 45%	11 48%	- -	5 25%	5 15%	6 67%	2 18%	8 32%	50 34%	38 37%
Very important	145 58%	4 44%	47 55%	10 43%	5 45%	9 39%	1 100%	15 75%	27 79%	3 33%	8 73%	16 64%	89 61%	56 54%
I don't know	6 2%	- -	1 1%	1 4%	1 9%	1 4%	- -	- -	- -	- -	1 9%	1 4%	2 1%	4 4%
NET: TOTAL Not important	12 5%	- -	8 9%	- -	- -	2 9%	- -	- -	2 6%	- -	- -	- -	6 4%	6 6%
NET: TOTAL Important	233 93%	9 100%	76 89%	22 96%	10 91%	20 87%	1 100%	20 100%	32 94%	9 100%	10 91%	24 96%	139 95%	94 90%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.3. Literacy and numeracy: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	4 2%	1 2%	1 4%	- -	1 2%	1 2%	- -	- -
Not very important	8 3%	3 5%	1 4%	- -	1 2%	1 2%	1 50%	- -
Fairly important	88 35%	16 28%	10 36%	18 38%	25 44%	18 40%	1 50%	- -
Very important	145 58%	37 64%	15 54%	28 58%	28 49%	25 56%	- -	4 100%
I don't know	6 2%	1 2%	1 4%	2 4%	2 4%	- -	- -	- -
NET: TOTAL Not important	12 5%	4 7%	2 7%	- -	2 4%	2 4%	1 50%	- -
NET: TOTAL Important	233 93%	53 91%	25 89%	46 96%	53 93%	43 96%	1 50%	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.4. Relevant work experience: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
		a	b	c
Significance Level: 95%				
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	4 2%	1 2%	1 1%	2 2%
Not very important	27 11%	8 13%	6 8%	13 12%
Fairly important	95 38%	24 39%	30 38%	41 37%
Very important	116 46%	27 44%	37 47%	52 47%
I don't know	9 4%	2 3%	4 5%	3 3%
NET: TOTAL Not important	31 12%	9 15%	7 9%	15 14%
NET: TOTAL Important	211 84%	51 82%	67 86%	93 84%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.4. Relevant work experience: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	4 2%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	1 2%	- -	- -	- -
Not very important	27 11%	- -	- -	- -	- -	1 7%	1 9%	1 14%	2 5%	3 21%	5 9%	6 20%	- -	- -
Fairly important	95 38%	1 50%	- -	- -	3 50%	1 7%	8 73%	4 57%	14 38%	5 36%	15 26%	11 37%	- -	2 50%
Very important	116 46%	1 50%	2 100%	2 100%	3 50%	12 86%	2 18%	2 29%	19 51%	6 43%	33 57%	12 40%	- -	1 25%
I don't know	9 4%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	4 7%	1 3%	- -	1 25%
NET: TOTAL Not important	31 12%	- -	- -	- -	- -	1 7%	1 9%	1 14%	3 8%	3 21%	6 10%	6 20%	- -	- -
NET: TOTAL Important	211 84%	2 100%	2 100%	2 100%	6 100%	13 93%	10 91%	6 86%	33 89%	11 79%	48 83%	23 77%	- -	3 75%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.4. Relevant work experience: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry					
	Total	Professional services *a	Retail *b	Transportation and travel *c	Wholesale *d	Other *e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	4 2%	- -	1 5%	- -	1 13%	- -
Not very important	27 11%	- -	3 15%	1 8%	1 13%	3 33%
Fairly important	95 38%	9 64%	9 45%	5 38%	5 63%	3 33%
Very important	116 46%	5 36%	6 30%	6 46%	1 13%	3 33%
I don't know	9 4%	- -	1 5%	1 8%	- -	- -
NET: TOTAL Not important	31 12%	- -	4 20%	1 8%	2 25%	3 33%
NET: TOTAL Important	211 84%	14 100%	15 75%	11 85%	6 75%	6 67%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.4. Relevant work experience: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	4 2%	2 3%	- -	1 2%	- -	2 2%	- -	1 2%	- -	1 4%	- -
Not very important	27 11%	11 16%	5 17%	2 5%	4 12%	13 11%	4 14%	8 19% c	4 17%	3 13%	- -
Fairly important	95 38%	25 36%	8 28%	12 28%	16 47%	40 34%	11 39%	15 35%	11 46%	7 30%	1 20%
Very important	116 46%	29 42%	15 52%	26 60%	13 38%	56 48%	13 46%	18 42%	9 38%	12 52%	4 80%
I don't know	9 4%	2 3%	1 3%	2 5%	1 3%	5 4%	- -	1 2%	- -	- -	- -
NET: TOTAL Not important	31 12%	13 19%	5 17%	3 7%	4 12%	15 13%	4 14%	9 21%	4 17%	4 17%	- -
NET: TOTAL Important	211 84%	54 78%	23 79%	38 88%	29 85%	96 83%	24 86%	33 77%	20 83%	19 83%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.4. Relevant work experience: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	4 2%	- -	2 2%	2 9%	- -	- -	- -	- -	- -	- -	- -	- -	4 3%	- -
Not very important	27 11%	1 11%	3 4%	2 9%	1 9%	5 22%	- -	2 10%	5 15% b	2 22%	1 9%	5 20%	17 12%	10 10%
Fairly important	95 38%	6 67%	33 39%	11 48%	3 27%	7 30%	- -	7 35%	14 41%	4 44%	3 27%	7 28%	56 38%	39 38%
Very important	116 46%	2 22%	45 53%	7 30%	5 45%	10 43%	1 100%	11 55%	15 44%	3 33%	6 55%	11 44%	67 46%	49 47%
I don't know	9 4%	- -	2 2%	1 4%	2 18%	1 4%	- -	- -	- -	- -	1 9%	2 8%	3 2%	6 6%
NET: TOTAL Not important	31 12%	1 11%	5 6%	4 17%	1 9%	5 22%	- -	2 10%	5 15%	2 22%	1 9%	5 20%	21 14%	10 10%
NET: TOTAL Important	211 84%	8 89%	78 92%	18 78%	8 73%	17 74%	1 100%	18 90%	29 85%	7 78%	9 82%	18 72%	123 84%	88 85%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.4. Relevant work experience: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Sector									
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit		
		a	*b	c	d	e	*f	*g		
Significance Level: 95%										
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%		
Not at all important	4 2%	1 2%	2 7%	- -	1 2%	- -	- -	- -		
Not very important	27 11%	5 9%	4 14%	7 15% d	2 4%	6 13%	- -	- -		
Fairly important	95 38%	15 26%	14 50%	13 27%	26 46% a	22 49% ac	- -	2 50%		
Very important	116 46%	33 57% e	7 25%	27 56% e	27 47%	16 36%	2 100%	1 25%		
I don't know	9 4%	4 7%	1 4%	1 2%	1 2%	1 2%	- -	1 25%		
NET: TOTAL Not important	31 12%	6 10%	6 21%	7 15%	3 5%	6 13%	- -	- -		
NET: TOTAL Important	211 84%	48 83%	21 75%	40 83%	53 93%	38 84%	2 100%	3 75%		

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.5. Strong academic results and qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	2 1%	-	2 3%	-
Not very important	18 7%	6 10%	3 4%	9 8%
Fairly important	109 43%	27 44%	37 47%	45 41%
Very important	115 46%	29 47%	33 42%	53 48%
I don't know	7 3%	-	3 4%	4 4%
NET: TOTAL Not important	20 8%	6 10%	5 6%	9 8%
NET: TOTAL Important	224 89%	56 90%	70 90%	98 88%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.5. Strong academic results and qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry													
	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit	
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 7%	- -	- -	- -	- -
Not very important	18 7%	- -	- -	- -	1 7%	1 9%	1 14%	2 5%	- -	6 10%	2 7%	- -	1 25%	
Fairly important	109 43%	1 50%	1 50%	1 50%	4 67%	4 29%	7 64%	3 43%	14 38%	6 43%	22 38%	16 53%	- -	1 25%
Very important	115 46%	1 50%	1 50%	1 50%	2 33%	9 64%	3 27%	3 43%	20 54%	7 50%	28 48%	11 37%	- -	1 25%
I don't know	7 3%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	2 3%	1 3%	- -	1 25%
NET: TOTAL Not important	20 8%	- -	- -	- -	- -	1 7%	1 9%	1 14%	2 5%	1 7%	6 10%	2 7%	- -	1 25%
NET: TOTAL Important	224 89%	2 100%	2 100%	2 100%	6 100%	13 93%	10 91%	6 86%	34 92%	13 93%	50 86%	27 90%	- -	2 50%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.5. Strong academic results and qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry					
	Total	Professional services *a	Retail *b	Transportation and travel *c	Wholesale *d	Other *e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	2 1%	- -	- -	- -	1 13%	- -
Not very important	18 7%	1 7%	2 10%	1 8%	- -	- -
Fairly important	109 43%	5 36%	8 40%	6 46%	6 75%	4 44%
Very important	115 46%	8 57%	8 40%	6 46%	1 13%	5 56%
I don't know	7 3%	- -	2 10%	- -	- -	- -
NET: TOTAL Not important	20 8%	1 7%	2 10%	1 8%	1 13%	- -
NET: TOTAL Important	224 89%	13 93%	16 80%	12 92%	7 88%	9 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.5. Strong academic results and qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	2 1%	1 1%	- -	- -	- -	1 1%	- -	1 2%	- -	- -	- -
Not very important	18 7%	2 3%	3 10%	3 7%	3 9%	12 10%	2 7%	3 7%	1 4%	1 4%	- -
Fairly important	109 43%	30 43%	11 38%	13 30%	15 44%	47 41%	13 46%	22 51%	10 42%	9 39%	1 20%
Very important	115 46%	34 49%	14 48%	26 60%	16 47%	54 47%	13 46%	16 37%	13 54%	12 52%	4 80%
I don't know	7 3%	2 3%	1 3%	1 2%	- -	2 2%	- -	1 2%	- -	1 4%	- -
NET: TOTAL Not important	20 8%	3 4%	3 10%	3 7%	3 9%	13 11%	2 7%	4 9%	1 4%	1 4%	- -
NET: TOTAL Important	224 89%	64 93%	25 86%	39 91%	31 91%	101 87%	26 93%	38 88%	23 96%	21 91%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.5. Strong academic results and qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	2 1%	- -	- -	1 4%	- -	1 4%	- -	- -	- -	- -	- -	- -	1 1%	1 1%
Not very important	18 7%	1 11%	7 8%	1 4%	1 9%	3 13%	- -	- -	2 6%	2 22%	- -	1 4%	9 6%	9 9%
Fairly important	109 43%	2 22%	41 48%	12 52%	3 27%	12 52%	1 100%	8 40%	15 44%	3 33%	2 18%	10 40%	65 44%	44 42%
Very important	115 46%	6 67%	36 42%	7 30%	5 45%	7 30%	- -	12 60%	17 50%	4 44%	8 73%	13 52%	69 47%	46 44%
I don't know	7 3%	- -	1 1%	2 9%	2 18%	- -	- -	- -	- -	- -	1 9%	1 4%	3 2%	4 4%
NET: TOTAL Not important	20 8%	1 11%	7 8%	2 9%	1 9%	4 17%	- -	- -	2 6%	2 22%	- -	1 4%	10 7%	10 10%
NET: TOTAL Important	224 89%	8 89%	77 91%	19 83%	8 73%	19 83%	1 100%	20 100%	32 94%	7 78%	10 91%	23 92%	134 91%	90 87%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.5. Strong academic results and qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Sector								
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit	
		a	*b	c	d	e	*f	*g	
Significance Level: 95%									
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%	
Not at all important	2 1%	- -	1 4%	- -	- -	1 2%	- -	- -	
Not very important	18 7%	6 10%	2 7%	3 6%	3 5%	3 7%	- -	1 25%	
Fairly important	109 43%	22 38%	14 50%	22 46%	23 40%	22 49%	1 50%	1 25%	
Very important	115 46%	28 48%	9 32%	22 46%	30 53%	19 42%	1 50%	1 25%	
I don't know	7 3%	2 3%	2 7%	1 2%	1 2%	- -	- -	1 25%	
NET: TOTAL Not important	20 8%	6 10%	3 11%	3 6%	3 5%	4 9%	- -	1 25%	
NET: TOTAL Important	224 89%	50 86%	23 82%	44 92%	53 93%	41 91%	2 100%	2 50%	

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.6. Technical / Vocational education qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	1 *	1 2%	- -	- -
Not very important	27 11%	12 19% bc	6 8%	9 8%
Fairly important	113 45%	24 39%	35 45%	54 49%
Very important	103 41%	24 39%	34 44%	45 41%
I don't know	7 3%	1 2%	3 4%	3 3%
NET: TOTAL Not important	28 11%	13 21% bc	6 8%	9 8%
NET: TOTAL Important	216 86%	48 77%	69 88%	99 89% a

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.6. Technical / Vocational education qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not very important	27 11%	- -	- -	- -	3 50%	3 21%	2 18%	1 14%	2 5%	1 7%	5 9%	1 3%	- -	1 25%
Fairly important	113 45%	1 50%	1 50%	- -	3 50%	2 14%	7 64%	4 57%	20 54%	7 50%	21 36%	14 47%	- -	1 25%
Very important	103 41%	1 50%	1 50%	2 100%	- -	8 57%	2 18%	2 29%	14 38%	6 43%	30 52%	14 47%	- -	2 50%
I don't know	7 3%	- -	- -	- -	- -	1 7%	- -	- -	1 3%	- -	2 3%	1 3%	- -	- -
NET: TOTAL Not important	28 11%	- -	- -	- -	3 50%	3 21%	2 18%	1 14%	2 5%	1 7%	5 9%	1 3%	- -	1 25%
NET: TOTAL Important	216 86%	2 100%	2 100%	2 100%	3 50%	10 71%	9 82%	6 86%	34 92%	13 93%	51 88%	28 93%	- -	3 75%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.6. Technical / Vocational education qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry					
	Total	Professional services *a	Retail *b	Transportation and travel *c	Wholesale *d	Other *e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	1 *	- -	- -	1 8%	- -	- -
Not very important	27 11%	- -	4 20%	1 8%	1 13%	2 22%
Fairly important	113 45%	9 64%	7 35%	7 54%	6 75%	3 33%
Very important	103 41%	5 36%	8 40%	3 23%	1 13%	4 44%
I don't know	7 3%	- -	1 5%	1 8%	- -	- -
NET: TOTAL Not important	28 11%	- -	4 20%	2 15%	1 13%	2 22%
NET: TOTAL Important	216 86%	14 100%	15 75%	10 77%	7 88%	7 78%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.6. Technical / Vocational education qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	1 *	-	-	-	1 3%	1 1%	-	-	-	-	-
Not very important	27 11%	8 12%	4 14%	2 5%	2 6%	12 10%	5 18%	6 14%	1 4%	4 17%	-
Fairly important	113 45%	27 39%	9 31%	16 37%	12 35%	49 42%	9 32%	17 40%	10 42%	8 35%	4 80%
Very important	103 41%	33 48%	15 52%	23 53%	18 53%	51 44%	14 50%	18 42%	13 54%	11 48%	1 20%
I don't know	7 3%	1 1%	1 3%	2 5%	1 3%	3 3%	-	2 5%	-	-	-
NET: TOTAL Not important	28 11%	8 12%	4 14%	2 5%	3 9%	13 11%	5 18%	6 14%	1 4%	4 17%	-
NET: TOTAL Important	216 86%	60 87%	24 83%	39 91%	30 88%	100 86%	23 82%	35 81%	23 96%	19 83%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.6. Technical / Vocational education qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	1 *	-	-	-	-	-	-	-	-	-	-	1 4%	1 1%	-
Not very important	27 11%	1 11%	11 13%	2 9%	3 27%	4 17%	-	-	3 9%	1 11%	1 9%	1 4%	12 8%	15 14%
Fairly important	113 45%	5 56%	39 46%	14 61%	1 9%	9 39%	-	11 55%	17 50%	7 78%	-	10 40%	76 52%	37 36%
Very important	103 41%	3 33%	35 41%	6 26%	6 55%	10 43%	1 100%	9 45%	14 41%	1 11%	9 82%	9 36%	56 38%	47 45%
I don't know	7 3%	-	-	1 4%	1 9%	-	-	-	-	-	1 9%	4 16%	2 1%	5 5%
NET: TOTAL Not important	28 11%	1 11%	11 13%	2 9%	3 27%	4 17%	-	-	3 9%	1 11%	1 9%	2 8%	13 9%	15 14%
NET: TOTAL Important	216 86%	8 89%	74 87%	20 87%	7 64%	19 83%	1 100%	20 100%	31 91%	8 89%	9 82%	19 76%	132 90%	84 81%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.6. Technical / Vocational education qualifications: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Sector								
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit	
		a	*b	c	d	e	*f	*g	
Significance Level: 95%									
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%	
Not at all important	1 *	- -	- -	- -	- -	1 2%	- -	- -	
Not very important	27 11%	5 9%	5 18%	4 8%	5 9%	5 11%	- -	1 25%	
Fairly important	113 45%	21 36%	13 46%	17 35%	32 56% ac	25 56%	1 50%	1 25%	
Very important	103 41%	30 52% de	9 32%	25 52% e	19 33%	13 29%	1 50%	2 50%	
I don't know	7 3%	2 3%	1 4%	2 4%	1 2%	1 2%	- -	- -	
NET: TOTAL Not important	28 11%	5 9%	5 18%	4 8%	5 9%	6 13%	- -	1 25%	
NET: TOTAL Important	216 86%	51 88%	22 79%	42 88%	51 89%	38 84%	2 100%	3 75%	

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.7. Digital / IT skills: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
	a	b	c	
Significance Level: 95%				
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	2 1%	2 3%	- -	- -
Not very important	15 6%	5 8%	3 4%	7 6%
Fairly important	81 32%	19 31%	30 38%	32 29%
Very important	149 59%	36 58%	44 56%	69 62%
I don't know	4 2%	- -	1 1%	3 3%
NET: TOTAL Not important	17 7%	7 11%	3 4%	7 6%
NET: TOTAL Important	230 92%	55 89%	74 95%	101 91%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.7. Digital / IT skills: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	2 1%	- -	- -	- -	- -	- -	1 9%	- -	- -	1 7%	- -	- -	- -	- -
Not very important	15 6%	- -	- -	- -	1 17%	1 7%	1 9%	- -	2 5%	2 14%	3 5%	- -	- -	- -
Fairly important	81 32%	- -	2 100%	- -	3 50%	6 43%	3 27%	5 71%	7 19%	4 29%	16 28%	10 33%	- -	- -
Very important	149 59%	2 100%	- -	2 100%	2 33%	7 50%	6 55%	2 29%	27 73%	7 50%	38 66%	19 63%	- -	4 100%
I don't know	4 2%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	1 2%	1 3%	- -	- -
NET: TOTAL Not important	17 7%	- -	- -	- -	1 17%	1 7%	2 18%	- -	2 5%	3 21%	3 5%	- -	- -	- -
NET: TOTAL Important	230 92%	2 100%	2 100%	2 100%	5 83%	13 93%	9 82%	7 100%	34 92%	11 79%	54 93%	29 97%	- -	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.7. Digital / IT skills: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry					
	Total	Professional services	Retail	Transportation and travel	Wholesale	Other
Significance Level: 95%		*a	*b	*c	*d	*e
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	2 1%	-	-	-	-	-
Not very important	15 6%	2 14%	1 5%	1 8%	-	1 11%
Fairly important	81 32%	4 29%	10 50%	4 31%	5 63%	2 22%
Very important	149 59%	8 57%	8 40%	8 62%	3 38%	6 67%
I don't know	4 2%	-	1 5%	-	-	-
NET: TOTAL Not important	17 7%	2 14%	1 5%	1 8%	-	1 11%
NET: TOTAL Important	230 92%	12 86%	18 90%	12 92%	8 100%	8 89%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.7. Digital / IT skills: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	2 1%	-	1 3%	-	-	2 2%	-	1 2%	1 4%	-	-
Not very important	15 6%	4 6%	1 3%	3 7%	1 3%	5 4%	2 7%	5 12%	-	2 9%	1 20%
Fairly important	81 32%	21 30%	9 31%	7 16%	7 21%	39 34% c	7 25%	19 44% cd	7 29%	4 17%	1 20%
Very important	149 59%	43 62% g	18 62%	32 74% g	26 76% g	69 59% g	19 68%	17 40%	16 67%	17 74%	3 60%
I don't know	4 2%	1 1%	-	1 2%	-	1 1%	-	1 2%	-	-	-
NET: TOTAL Not important	17 7%	4 6%	2 7%	3 7%	1 3%	7 6%	2 7%	6 14%	1 4%	2 9%	1 20%
NET: TOTAL Important	230 92%	64 93%	27 93%	39 91%	33 97%	108 93%	26 93%	36 84%	23 96%	21 91%	4 80%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.7. Digital / IT skills: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	2 1%	2 22%	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%
Not very important	15 6%	-	4 5%	2 9%	1 9%	2 9%	-	1 5%	2 6%	1 11%	1 9%	1 4%	7 5%	8 8%
Fairly important	81 32%	3 33%	29 34%	8 35%	1 9%	11 48%	1 100%	5 25%	11 32%	5 56%	3 27%	4 16%	46 31%	35 34%
Very important	149 59%	4 44%	52 61%	12 52%	8 73%	10 43%	-	14 70%	21 62%	3 33%	6 55%	19 76%	92 63%	57 55%
I don't know	4 2%	-	-	1 4%	1 9%	-	-	-	-	-	1 9%	1 4%	1 1%	3 3%
NET: TOTAL Not important	17 7%	2 22%	4 5%	2 9%	1 9%	2 9%	-	1 5%	2 6%	1 11%	1 9%	1 4%	8 5%	9 9%
NET: TOTAL Important	230 92%	7 78%	81 95%	20 87%	9 82%	21 91%	1 100%	19 95%	32 94%	8 89%	9 82%	23 92%	138 94%	92 88%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

### A48.7. Digital / IT skills: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	2 1%	- -	- -	- -	- -	2 4%	- -	- -
Not very important	15 6%	3 5%	1 4%	1 2%	5 9%	4 9%	- -	- -
Fairly important	81 32%	16 28%	15 54%	16 33%	14 25%	16 36%	2 100%	- -
Very important	149 59%	38 66%	11 39%	30 63%	37 65%	23 51%	- -	4 100%
I don't know	4 2%	1 2%	1 4%	1 2%	1 2%	- -	- -	- -
NET: TOTAL Not important	17 7%	3 5%	1 4%	1 2%	5 9%	6 13% c	- -	- -
NET: TOTAL Important	230 92%	54 93%	26 93%	46 96%	51 89%	39 87%	2 100%	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.8. Self-motivation, preparedness, and skills to work remotely: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%				
		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	3 1%	1 2%	1 1%	1 1%
Not very important	12 5%	3 5%	4 5%	5 5%
Fairly important	73 29%	17 27%	29 37%	27 24%
Very important	158 63%	40 65%	43 55%	75 68%
I don't know	5 2%	1 2%	1 1%	3 3%
NET: TOTAL Not important	15 6%	4 6%	5 6%	6 5%
NET: TOTAL Important	231 92%	57 92%	72 92%	102 92%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.8. Self-motivation, preparedness, and skills to work remotely: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	3 1%	- -	- -	- -	- -	1 7%	- -	- -	- -	- -	1 2%	- -	- -	- -
Not very important	12 5%	- -	- -	- -	- -	- -	- -	1 14%	2 5%	1 7%	4 7%	3 10%	- -	- -
Fairly important	73 29%	- -	- -	- -	3 50%	2 14%	3 27%	2 29%	12 32%	5 36%	19 33%	9 30%	- -	- -
Very important	158 63%	2 100%	2 100%	2 100%	3 50%	11 79%	8 73%	4 57%	22 59%	8 57%	33 57%	16 53%	- -	4 100%
I don't know	5 2%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	1 2%	2 7%	- -	- -
NET: TOTAL Not important	15 6%	- -	- -	- -	- -	1 7%	- -	1 14%	2 5%	1 7%	5 9%	3 10%	- -	- -
NET: TOTAL Important	231 92%	2 100%	2 100%	2 100%	6 100%	13 93%	11 100%	6 86%	34 92%	13 93%	52 90%	25 83%	- -	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.8. Self-motivation, preparedness, and skills to work remotely: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Industry					
	Total	Professional services	Retail	Transportation and travel	Wholesale	Other
Significance Level: 95%		*a	*b	*c	*d	*e
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	3 1%	-	-	1 8%	-	-
Not very important	12 5%	-	1 5%	-	-	-
Fairly important	73 29%	4 29%	4 20%	5 38%	4 50%	1 11%
Very important	158 63%	10 71%	14 70%	7 54%	4 50%	8 89%
I don't know	5 2%	-	1 5%	-	-	-
NET: TOTAL Not important	15 6%	-	1 5%	1 8%	-	-
NET: TOTAL Important	231 92%	14 100%	18 90%	12 92%	8 100%	9 100%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.8. Self-motivation, preparedness, and skills to work remotely: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	3 1%	1 1%	1 3%	2 5%	1 3%	2 2%	- -	1 2%	- -	- -	- -
Not very important	12 5%	3 4%	- -	1 2%	1 3%	6 5%	- -	1 2%	1 4%	1 4%	- -
Fairly important	73 29%	16 23%	6 21%	12 28%	12 35%	42 36%	8 29%	11 26%	7 29%	6 26%	1 20%
Very important	158 63%	47 68%	22 76%	27 63%	20 59%	65 56%	20 71%	29 67%	16 67%	16 70%	4 80%
I don't know	5 2%	2 3%	- -	1 2%	- -	1 1%	- -	1 2%	- -	- -	- -
NET: TOTAL Not important	15 6%	4 6%	1 3%	3 7%	2 6%	8 7%	- -	2 5%	1 4%	1 4%	- -
NET: TOTAL Important	231 92%	63 91%	28 97%	39 91%	32 94%	107 92%	28 100%	40 93%	23 96%	22 96%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.8. Self-motivation, preparedness, and skills to work remotely: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	3 1%	- -	1 1%	- -	1 9%	- -	- -	1 5%	- -	- -	- -	- -	1 1%	2 2%
Not very important	12 5%	- -	4 5%	1 4%	- -	1 4%	1 100%	- -	3 9%	1 11%	- -	1 4%	6 4%	6 6%
Fairly important	73 29%	2 22%	29 34%	11 48%	3 27%	8 35%	- -	3 15%	6 18%	4 44%	1 9%	6 24%	42 29%	31 30%
Very important	158 63%	7 78%	51 60%	10 43%	6 55%	14 61%	- -	16 80%	25 74%	4 44%	9 82%	16 64%	96 65%	62 60%
I don't know	5 2%	- -	- -	1 4%	1 9%	- -	- -	- -	- -	- -	1 9%	2 8%	2 1%	3 3%
NET: TOTAL Not important	15 6%	- -	5 6%	1 4%	1 9%	1 4%	1 100%	1 5%	3 9%	1 11%	- -	1 4%	7 5%	8 8%
NET: TOTAL Important	231 92%	9 100%	80 94%	21 91%	9 82%	22 96%	- -	19 95%	31 91%	8 89%	10 91%	22 88%	138 94%	93 89%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A48.8. Self-motivation, preparedness, and skills to work remotely: How important, or not, do you think the following qualities and skills will be in improving young people's employment prospects in the current and post-Coronavirus (COVID-19) jobs market?**

BASE: All DMs

	Sector								
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit	
		a	*b	c	d	e	*f	*g	
Significance Level: 95%									
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%	
Not at all important	3 1%	1 2%	- -	1 2%	- -	1 2%	- -	- -	
Not very important	12 5%	4 7%	1 4%	3 6%	2 4%	2 4%	- -	- -	
Fairly important	73 29%	19 33%	8 29%	11 23%	19 33%	15 33%	- -	- -	
Very important	158 63%	33 57%	18 64%	31 65%	35 61%	27 60%	2 100%	4 100%	
I don't know	5 2%	1 2%	1 4%	2 4%	1 2%	- -	- -	- -	
NET: TOTAL Not important	15 6%	5 9%	1 4%	4 8%	2 4%	3 7%	- -	- -	
NET: TOTAL Important	231 92%	52 90%	26 93%	42 88%	54 95%	42 93%	2 100%	4 100%	

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49. SUMMARY:** In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?

BASE: All DMs

	Total	Not at all important	Not very important	Fairly important	Very important	I don't know	NET: TOTAL Not important	NET: TOTAL Important
Stay in higher education to complete a post-graduate degree (e.g. Masters)	251 100%	9 4%	50 20%	99 39%	85 34%	8 3%	59 24%	184 73%
Contact employers to ask for career advice relevant to their sector of interest	251 100%	3 1%	17 7%	112 45%	110 44%	9 4%	20 8%	222 88%
Update and tailor their CV according to the job they are interested in	251 100%	1 *	15 6%	98 39%	129 51%	8 3%	16 6%	227 90%
Update and improve their professional profile (e.g. LinkedIn)	251 100%	10 4%	30 12%	98 39%	104 41%	9 4%	40 16%	202 80%
Update and improve their personal brand on social media (e.g. Twitter, Instagram, blogs)	251 100%	15 6%	40 16%	91 36%	95 38%	10 4%	55 22%	186 74%
Develop skills / knowledge through on-line learning and courses	251 100%	3 1%	21 8%	103 41%	117 47%	7 3%	24 10%	220 88%
Undertake work experience / internships	251 100%	3 1%	20 8%	106 42%	114 45%	8 3%	23 9%	220 88%
Undertake volunteering to develop skills and demonstrate character	251 100%	7 3%	21 8%	93 37%	119 47%	11 4%	28 11%	212 84%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.1. Stay in higher education to complete a post-graduate degree (e.g. Masters): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	9 4%	5 8%	2 3%	2 2%
Not very important	50 20%	14 23%	14 18%	22 20%
Fairly important	99 39%	22 35%	35 45%	42 38%
Very important	85 34%	19 31%	24 31%	42 38%
I don't know	8 3%	2 3%	3 4%	3 3%
NET: TOTAL Not important	59 24%	19 31%	16 21%	24 22%
NET: TOTAL Important	184 73%	41 66%	59 76%	84 76%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.1. Stay in higher education to complete a post-graduate degree (e.g. Masters): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	9 4%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	2 3%	- -	- -	- -
Not very important	50 20%	1 50%	- -	- -	- -	3 21%	4 36%	4 57%	7 19%	7 50%	8 14%	4 13%	- -	1 25%
Fairly important	99 39%	1 50%	2 100%	1 50%	2 33%	4 29%	4 36%	1 14%	12 32%	6 43%	21 36%	15 50%	- -	1 25%
Very important	85 34%	- -	- -	1 50%	3 50%	5 36%	3 27%	2 29%	16 43%	1 7%	26 45%	10 33%	- -	1 25%
I don't know	8 3%	- -	- -	- -	1 17%	2 14%	- -	- -	1 3%	- -	1 2%	1 3%	- -	1 25%
NET: TOTAL Not important	59 24%	1 50%	- -	- -	- -	3 21%	4 36%	4 57%	8 22%	7 50%	10 17%	4 13%	- -	1 25%
NET: TOTAL Important	184 73%	1 50%	2 100%	2 100%	5 83%	9 64%	7 64%	3 43%	28 76%	7 50%	47 81%	25 83%	- -	2 50%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.1. Stay in higher education to complete a post-graduate degree (e.g. Masters): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry					
	Total	Professional services *a	Retail *b	Transportation and travel *c	Wholesale *d	Other *e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	9 4%	1 7%	- -	1 8%	1 13%	3 33%
Not very important	50 20%	2 14%	3 15%	4 31%	1 13%	1 11%
Fairly important	99 39%	6 43%	9 45%	7 54%	6 75%	1 11%
Very important	85 34%	5 36%	7 35%	1 8%	- -	4 44%
I don't know	8 3%	- -	1 5%	- -	- -	- -
NET: TOTAL Not important	59 24%	3 21%	3 15%	5 38%	2 25%	4 44%
NET: TOTAL Important	184 73%	11 79%	16 80%	8 62%	6 75%	5 56%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.1. Stay in higher education to complete a post-graduate degree (e.g. Masters): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	9 4%	3 4%	- -	1 2%	1 3%	2 2%	2 7%	4 9% e	- -	1 4%	- -
Not very important	50 20%	15 22%	7 24%	6 14%	8 24%	23 20%	8 29%	12 28%	5 21%	4 17%	1 20%
Fairly important	99 39%	25 36%	6 21%	10 23%	13 38%	47 41% c	6 21%	13 30%	10 42%	5 22%	1 20%
Very important	85 34%	24 35%	15 52%	24 56% adeg	11 32%	43 37%	12 43%	11 26%	9 38%	12 52%	3 60%
I don't know	8 3%	2 3%	1 3%	2 5%	1 3%	1 1%	- -	3 7% e	- -	1 4%	- -
NET: TOTAL Not important	59 24%	18 26%	7 24%	7 16%	9 26%	25 22%	10 36%	16 37% ce	5 21%	5 22%	1 20%
NET: TOTAL Important	184 73%	49 71%	21 72%	34 79% g	24 71%	90 78% g	18 64%	24 56%	19 79%	17 74%	4 80%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.1. Stay in higher education to complete a post-graduate degree (e.g. Masters): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	9 4%	- -	3 4%	1 4%	- -	1 4%	- -	- -	2 6%	- -	- -	2 8%	4 3%	5 5%
Not very important	50 20%	3 33%	17 20%	1 4%	1 9%	6 26%	- -	4 20%	10 29%	4 44%	1 9%	3 12%	29 20%	21 20%
Fairly important	99 39%	3 33%	35 41%	14 61%	1 9%	7 30%	1 100%	10 50%	10 29%	3 33%	2 18%	13 52%	66 45%	33 32%
Very important	85 34%	3 33%	29 34%	6 26%	7 64%	8 35%	- -	6 30%	12 35%	2 22%	7 64%	5 20%	46 31%	39 38%
I don't know	8 3%	- -	1 1%	1 4%	2 18%	1 4%	- -	- -	- -	- -	1 9%	2 8%	2 1%	6 6%
NET: TOTAL Not important	59 24%	3 33%	20 24%	2 9%	1 9%	7 30%	- -	4 20%	12 35%	4 44%	1 9%	5 20%	33 22%	26 25%
NET: TOTAL Important	184 73%	6 67%	64 75%	20 87%	8 73%	15 65%	1 100%	16 80%	22 65%	5 56%	9 82%	18 72%	112 76%	72 69%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.1. Stay in higher education to complete a post-graduate degree (e.g. Masters): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	9 4%	2 3%	1 4%	- -	2 4%	1 2%	- -	- -
Not very important	50 20%	8 14%	4 14%	8 17%	9 16%	19 42%	- -	1 25%
Fairly important	99 39%	21 36%	15 54%	21 44%	20 35%	18 40%	2 100%	1 25%
Very important	85 34%	26 45%	7 25%	16 33%	24 42%	7 16%	- -	1 25%
I don't know	8 3%	1 2%	1 4%	3 6%	2 4%	- -	- -	1 25%
NET: TOTAL Not important	59 24%	10 17%	5 18%	8 17%	11 19%	20 44%	- -	1 25%
NET: TOTAL Important	184 73%	47 81%	22 79%	37 77%	44 77%	25 56%	2 100%	2 50%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.2. Contact employers to ask for career advice relevant to their sector of interest: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
		a	b	c
Significance Level: 95%				
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	3 1%	-	2 3%	1 1%
Not very important	17 7%	6 10%	5 6%	6 5%
Fairly important	112 45%	29 47%	31 40%	52 47%
Very important	110 44%	24 39%	37 47%	49 44%
I don't know	9 4%	3 5%	3 4%	3 3%
NET: TOTAL Not important	20 8%	6 10%	7 9%	7 6%
NET: TOTAL Important	222 88%	53 85%	68 87%	101 91%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.2. Contact employers to ask for career advice relevant to their sector of interest: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	- -
Not very important	17 7%	- -	- -	- -	1 17%	- -	- -	1 14%	2 5%	2 14%	3 5%	- -	- -	1 25%
Fairly important	112 45%	- -	- -	1 50%	4 67%	6 43%	8 73%	3 43%	9 24%	5 36%	24 41%	19 63%	- -	2 50%
Very important	110 44%	2 100%	2 100%	1 50%	- -	7 50%	3 27%	3 43%	24 65%	7 50%	30 52%	9 30%	- -	- -
I don't know	9 4%	- -	- -	- -	1 17%	1 7%	- -	- -	2 5%	- -	1 2%	1 3%	- -	1 25%
NET: TOTAL Not important	20 8%	- -	- -	- -	1 17%	- -	- -	1 14%	2 5%	2 14%	3 5%	1 3%	- -	1 25%
NET: TOTAL Important	222 88%	2 100%	2 100%	2 100%	4 67%	13 93%	11 100%	6 86%	33 89%	12 86%	54 93%	28 93%	- -	2 50%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.2. Contact employers to ask for career advice relevant to their sector of interest: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry					
	Total	Professional services	Retail	Transportation and travel	Wholesale	Other
Significance Level: 95%		*a	*b	*c	*d	*e
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	3 1%	- -	- -	1 8%	1 13%	- -
Not very important	17 7%	3 21%	2 10%	1 8%	- -	1 11%
Fairly important	112 45%	6 43%	7 35%	9 69%	6 75%	3 33%
Very important	110 44%	4 29%	11 55%	2 15%	1 13%	4 44%
I don't know	9 4%	1 7%	- -	- -	- -	1 11%
NET: TOTAL Not important	20 8%	3 21%	2 10%	2 15%	1 13%	1 11%
NET: TOTAL Important	222 88%	10 71%	18 90%	11 85%	7 88%	7 78%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.2. Contact employers to ask for career advice relevant to their sector of interest: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	3 1%	2 3%	- -	1 2%	- -	2 2%	- -	1 2%	- -	- -	- -
Not very important	17 7%	7 10%	2 7%	2 5%	3 9%	5 4%	4 14%	5 12%	1 4%	1 4%	- -
Fairly important	112 45%	25 36%	12 41%	13 30%	15 44%	46 40%	10 36%	17 40%	10 42%	8 35%	3 60%
Very important	110 44%	33 48%	15 52%	25 58%	15 44%	61 53%	14 50%	17 40%	13 54%	13 57%	2 40%
I don't know	9 4%	2 3%	- -	2 5%	1 3%	2 2%	- -	3 7%	- -	1 4%	- -
NET: TOTAL Not important	20 8%	9 13%	2 7%	3 7%	3 9%	7 6%	4 14%	6 14%	1 4%	1 4%	- -
NET: TOTAL Important	222 88%	58 84%	27 93%	38 88%	30 88%	107 92%	24 86%	34 79%	23 96%	21 91%	5 100%
						g					

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.2. Contact employers to ask for career advice relevant to their sector of interest: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	3 1%	- -	2 2%	1 4%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	1 1%
Not very important	17 7%	1 11%	7 8%	2 9%	- -	3 13%	- -	- -	3 9%	- -	- -	1 4%	9 6%	8 8%
Fairly important	112 45%	2 22%	37 44%	12 52%	4 36%	9 39%	1 100%	12 60%	17 50%	4 44%	1 9%	13 52%	71 48%	41 39%
Very important	110 44%	6 67%	38 45%	8 35%	5 45%	10 43%	- -	8 40%	13 38%	4 44%	9 82%	9 36%	62 42%	48 46%
I don't know	9 4%	- -	1 1%	- -	2 18%	1 4%	- -	- -	1 3%	1 11%	1 9%	2 8%	3 2%	6 6%
NET: TOTAL Not important	20 8%	1 11%	9 11%	3 13%	- -	3 13%	- -	- -	3 9%	- -	- -	1 4%	11 7%	9 9%
NET: TOTAL Important	222 88%	8 89%	75 88%	20 87%	9 82%	19 83%	1 100%	20 100%	30 88%	8 89%	10 91%	22 88%	133 90%	89 86%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.2. Contact employers to ask for career advice relevant to their sector of interest: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	3 1%	- -	1 4%	1 2%	- -	1 2%	- -	- -
Not very important	17 7%	3 5%	2 7%	- -	6 11% c	4 9%	- -	1 25%
Fairly important	112 45%	24 41%	13 46%	26 54% d	19 33%	25 56% d	- -	2 50%
Very important	110 44%	30 52%	12 43%	19 40%	28 49%	15 33%	2 100%	- -
I don't know	9 4%	1 2%	- -	2 4%	4 7%	- -	- -	1 25%
NET: TOTAL Not important	20 8%	3 5%	3 11%	1 2%	6 11%	5 11%	- -	1 25%
NET: TOTAL Important	222 88%	54 93%	25 89%	45 94%	47 82%	40 89%	2 100%	2 50%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.3. Update and tailor their CV according to the job they are interested in: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
		a	b	c
Significance Level: 95%				
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	1 *	1 2%	- -	- -
Not very important	15 6%	3 5%	6 8%	6 5%
Fairly important	98 39%	20 32%	34 44%	44 40%
Very important	129 51%	35 56%	36 46%	58 52%
I don't know	8 3%	3 5%	2 3%	3 3%
NET: TOTAL Not important	16 6%	4 6%	6 8%	6 5%
NET: TOTAL Important	227 90%	55 89%	70 90%	102 92%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.3. Update and tailor their CV according to the job they are interested in: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -
Not very important	15 6%	- -	- -	- -	1 17%	- -	- -	- -	3 8%	2 14%	3 5%	3 10%	- -	- -
Fairly important	98 39%	1 50%	- -	- -	1 17%	1 7%	6 55%	2 29%	14 38%	7 50%	26 45%	12 40%	- -	- -
Very important	129 51%	1 50%	2 100%	2 100%	3 50%	12 86%	5 45%	5 71%	18 49%	4 29%	27 47%	14 47%	- -	4 100%
I don't know	8 3%	- -	- -	- -	1 17%	1 7%	- -	- -	2 5%	1 7%	1 2%	1 3%	- -	- -
NET: TOTAL Not important	16 6%	- -	- -	- -	1 17%	- -	- -	- -	3 8%	2 14%	4 7%	3 10%	- -	- -
NET: TOTAL Important	227 90%	2 100%	2 100%	2 100%	4 67%	13 93%	11 100%	7 100%	32 86%	11 79%	53 91%	26 87%	- -	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.3. Update and tailor their CV according to the job they are interested in: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry					
	Total	Professional services	Retail	Transportation and travel	Wholesale	Other
		*a	*b	*c	*d	*e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	1 *	-	-	-	-	-
Not very important	15 6%	-	1 5%	2 15%	-	-
Fairly important	98 39%	7 50%	7 35%	6 46%	6 75%	2 22%
Very important	129 51%	7 50%	11 55%	5 38%	2 25%	7 78%
I don't know	8 3%	-	1 5%	-	-	-
NET: TOTAL Not important	16 6%	-	1 5%	2 15%	-	-
NET: TOTAL Important	227 90%	14 100%	18 90%	11 85%	8 100%	9 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.3. Update and tailor their CV according to the job they are interested in: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	1 *	-	-	-	-	1 1%	-	-	-	-	-
Not very important	15 6%	3 4%	1 3%	3 7%	1 3%	10 9%	1 4%	1 2%	1 4%	1 4%	1 20%
Fairly important	98 39%	21 30%	5 17%	15 35%	11 32%	49 42%	7 25%	16 37%	11 46%	7 30%	1 20%
Very important	129 51%	43 62%	23 79%	23 53%	22 65%	53 46%	20 71%	24 56%	12 50%	14 61%	3 60%
I don't know	8 3%	2 3%	-	2 5%	-	3 3%	-	2 5%	-	1 4%	-
NET: TOTAL Not important	16 6%	3 4%	1 3%	3 7%	1 3%	11 9%	1 4%	1 2%	1 4%	1 4%	1 20%
NET: TOTAL Important	227 90%	64 93%	28 97%	38 88%	33 97%	102 88%	27 96%	40 93%	23 96%	21 91%	4 80%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.3. Update and tailor their CV according to the job they are interested in: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Not very important	15 6%	-	7 8%	1 4%	-	2 9%	-	1 5%	2 6%	1 11%	-	1 4%	6 4%	9 9%
Fairly important	98 39%	4 44%	37 44%	11 48%	2 18%	8 35%	-	10 50%	11 32%	5 56%	1 9%	9 36%	69 47%	29 28%
Very important	129 51%	4 44%	39 46%	10 43%	7 64%	13 57%	1 100%	9 45%	20 59%	3 33%	9 82%	14 56%	68 46%	61 59%
I don't know	8 3%	1 11%	1 1%	1 4%	2 18%	-	-	-	1 3%	-	1 9%	1 4%	3 2%	5 5%
NET: TOTAL Not important	16 6%	-	8 9%	1 4%	-	2 9%	-	1 5%	2 6%	1 11%	-	1 4%	7 5%	9 9%
NET: TOTAL Important	227 90%	8 89%	76 89%	21 91%	9 82%	21 91%	1 100%	19 95%	31 91%	8 89%	10 91%	23 92%	137 93%	90 87%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.3. Update and tailor their CV according to the job they are interested in: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	1 *	1 2%	- -	- -	- -	- -	- -	- -
Not very important	15 6%	3 5%	1 4%	3 6%	4 7%	4 9%	- -	- -
Fairly important	98 39%	26 45%	13 46%	14 29%	22 39%	21 47%	- -	- -
Very important	129 51%	27 47%	13 46%	29 60%	28 49%	19 42%	2 100%	4 100%
I don't know	8 3%	1 2%	1 4%	2 4%	3 5%	1 2%	- -	- -
NET: TOTAL Not important	16 6%	4 7%	1 4%	3 6%	4 7%	4 9%	- -	- -
NET: TOTAL Important	227 90%	53 91%	26 93%	43 90%	50 88%	40 89%	2 100%	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.4. Update and improve their professional profile (e.g. LinkedIn): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	10 4%	2 3%	1 1%	7 6%
Not very important	30 12%	13 21% bc	7 9%	10 9%
Fairly important	98 39%	25 40%	35 45%	38 34%
Very important	104 41%	21 34%	30 38%	53 48%
I don't know	9 4%	1 2%	5 6%	3 3%
NET: TOTAL Not important	40 16%	15 24% b	8 10%	17 15%
NET: TOTAL Important	202 80%	46 74%	65 83%	91 82%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.4. Update and improve their professional profile (e.g. LinkedIn): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	10 4%	- -	- -	- -	- -	3 21%	1 9%	- -	1 3%	1 7%	- -	3 10%	- -	- -
Not very important	30 12%	- -	- -	- -	- -	2 14%	2 18%	5 71%	6 16%	5 36%	2 3%	1 3%	- -	- -
Fairly important	98 39%	1 50%	- -	- -	1 17%	3 21%	5 45%	- -	12 32%	5 36%	27 47%	15 50%	- -	1 25%
Very important	104 41%	1 50%	2 100%	2 100%	4 67%	5 36%	3 27%	2 29%	17 46%	3 21%	25 43%	10 33%	- -	3 75%
I don't know	9 4%	- -	- -	- -	1 17%	1 7%	- -	- -	1 3%	- -	4 7%	1 3%	- -	- -
NET: TOTAL Not important	40 16%	- -	- -	- -	- -	5 36%	3 27%	5 71%	7 19%	6 43%	2 3%	4 13%	- -	- -
NET: TOTAL Important	202 80%	2 100%	2 100%	2 100%	5 83%	8 57%	8 73%	2 29%	29 78%	8 57%	52 90%	25 83%	- -	4 100%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.4. Update and improve their professional profile (e.g. LinkedIn): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry					
	Total	Professional services *a	Retail *b	Transportation and travel *c	Wholesale *d	Other *e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	10 4%	- -	- -	1 8%	- -	- -
Not very important	30 12%	2 14%	2 10%	1 8%	- -	2 22%
Fairly important	98 39%	5 36%	9 45%	4 31%	8 100%	2 22%
Very important	104 41%	7 50%	8 40%	7 54%	- -	5 56%
I don't know	9 4%	- -	1 5%	- -	- -	- -
NET: TOTAL Not important	40 16%	2 14%	2 10%	2 15%	- -	2 22%
NET: TOTAL Important	202 80%	12 86%	17 85%	11 85%	8 100%	7 78%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.4. Update and improve their professional profile (e.g. LinkedIn): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	10 4%	4 6%	1 3%	2 5%	- -	3 3%	- -	3 7%	1 4%	1 4%	- -
Not very important	30 12%	9 13%	4 14%	3 7%	3 9%	14 12%	4 14%	6 14%	2 8%	2 9%	- -
Fairly important	98 39%	20 29%	5 17%	10 23%	14 41%	46 40%	8 29%	17 40%	11 46%	8 35%	1 20%
Very important	104 41%	32 46%	17 59%	26 60%	16 47%	49 42%	15 54%	15 35%	9 38%	11 48%	4 80%
I don't know	9 4%	4 6%	2 7%	2 5%	1 3%	4 3%	1 4%	2 5%	1 4%	1 4%	- -
NET: TOTAL Not important	40 16%	13 19%	5 17%	5 12%	3 9%	17 15%	4 14%	9 21%	3 13%	3 13%	- -
NET: TOTAL Important	202 80%	52 75%	22 76%	36 84%	30 88%	95 82%	23 82%	32 74%	20 83%	19 83%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.4. Update and improve their professional profile (e.g. LinkedIn): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	10 4%	- -	4 5%	- -	1 9%	- -	1 100%	- -	2 6%	- -	- -	2 8%	6 4%	4 4%
Not very important	30 12%	2 22%	6 7%	3 13%	1 9%	2 9%	- -	4 20%	4 12%	2 22%	2 18%	4 16%	15 10%	15 14%
Fairly important	98 39%	2 22%	36 42%	12 52%	1 9%	13 57%	- -	7 35%	11 32%	5 56%	2 18%	9 36%	62 42%	36 35%
Very important	104 41%	4 44%	36 42%	7 30%	6 55%	8 35%	- -	9 45%	17 50%	2 22%	6 55%	9 36%	59 40%	45 43%
I don't know	9 4%	1 11%	3 4%	1 4%	2 18%	- -	- -	- -	- -	- -	1 9%	1 4%	5 3%	4 4%
NET: TOTAL Not important	40 16%	2 22%	10 12%	3 13%	2 18%	2 9%	1 100%	4 20%	6 18%	2 22%	2 18%	6 24%	21 14%	19 18%
NET: TOTAL Important	202 80%	6 67%	72 85%	19 83%	7 64%	21 91%	- -	16 80%	28 82%	7 78%	8 73%	18 72%	121 82%	81 78%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.4. Update and improve their professional profile (e.g. LinkedIn): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	10 4%	- -	- -	6 13% ad	1 2%	3 7% a	- -	- -
Not very important	30 12%	2 3%	2 7%	3 6%	8 14% a	13 29% ac	- -	- -
Fairly important	98 39%	27 47%	17 61%	19 40%	18 32%	14 31%	- -	1 25%
Very important	104 41%	25 43%	8 29%	18 38%	28 49%	15 33%	2 100%	3 75%
I don't know	9 4%	4 7%	1 4%	2 4%	2 4%	- -	- -	- -
NET: TOTAL Not important	40 16%	2 3%	2 7%	9 19% a	9 16% a	16 36% ad	- -	- -
NET: TOTAL Important	202 80%	52 90% e	25 89%	37 77%	46 81%	29 64%	2 100%	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.5. Update and improve their personal brand on social media (e.g. Twitter, Instagram, blogs): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	15 6%	4 6%	2 3%	9 8%
Not very important	40 16%	10 16%	10 13%	20 18%
Fairly important	91 36%	19 31%	34 44%	38 34%
Very important	95 38%	28 45%	27 35%	40 36%
I don't know	10 4%	1 2%	5 6%	4 4%
NET: TOTAL Not important	55 22%	14 23%	12 15%	29 26%
NET: TOTAL Important	186 74%	47 76%	61 78%	78 70%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.5. Update and improve their personal brand on social media (e.g. Twitter, Instagram, blogs): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	15 6%	- -	- -	- -	- -	3 21%	2 18%	- -	2 5%	1 7%	1 2%	3 10%	- -	- -
Not very important	40 16%	1 50%	- -	- -	- -	2 14%	3 27%	1 14%	6 16%	2 14%	6 10%	6 20%	- -	1 25%
Fairly important	91 36%	- -	1 50%	1 50%	4 67%	4 29%	5 45%	3 43%	10 27%	6 43%	19 33%	10 33%	- -	1 25%
Very important	95 38%	1 50%	1 50%	1 50%	- -	5 36%	1 9%	2 29%	17 46%	5 36%	29 50%	10 33%	- -	2 50%
I don't know	10 4%	- -	- -	- -	2 33%	- -	- -	1 14%	2 5%	- -	3 5%	1 3%	- -	- -
NET: TOTAL Not important	55 22%	1 50%	- -	- -	- -	5 36%	5 45%	1 14%	8 22%	3 21%	7 12%	9 30%	- -	1 25%
NET: TOTAL Important	186 74%	1 50%	2 100%	2 100%	4 67%	9 64%	6 55%	5 71%	27 73%	11 79%	48 83%	20 67%	- -	3 75%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.5. Update and improve their personal brand on social media (e.g. Twitter, Instagram, blogs): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry					
	Total	Professional services *a	Retail *b	Transportation and travel *c	Wholesale *d	Other *e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	15 6%	1 7%	- -	1 8%	- -	1 11%
Not very important	40 16%	2 14%	2 10%	3 23%	1 13%	4 44%
Fairly important	91 36%	6 43%	9 45%	5 38%	5 63%	2 22%
Very important	95 38%	5 36%	8 40%	4 31%	2 25%	2 22%
I don't know	10 4%	- -	1 5%	- -	- -	- -
NET: TOTAL Not important	55 22%	3 21%	2 10%	4 31%	1 13%	5 56%
NET: TOTAL Important	186 74%	11 79%	17 85%	9 69%	7 88%	4 44%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.5. Update and improve their personal brand on social media (e.g. Twitter, Instagram, blogs): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	15 6%	3 4%	3 10%	2 5%	2 6%	4 3%	1 4%	5 12% e	3 13%	1 4%	1 20%
Not very important	40 16%	10 14%	3 10%	6 14%	5 15%	11 9%	7 25%	9 21%	6 25%	6 26%	1 20%
Fairly important	91 36%	25 36% c	11 38%	8 19%	13 38%	44 38% c	7 25%	13 30%	5 21%	8 35%	1 20%
Very important	95 38%	29 42%	12 41%	26 60% g	14 41%	51 44%	13 46%	15 35%	10 42%	7 30%	2 40%
I don't know	10 4%	2 3%	- -	1 2%	- -	6 5%	- -	1 2%	- -	1 4%	- -
NET: TOTAL Not important	55 22%	13 19%	6 21%	8 19%	7 21%	15 13%	8 29%	14 33% e	9 38%	7 30%	2 40%
NET: TOTAL Important	186 74%	54 78%	23 79%	34 79%	27 79%	95 82% g	20 71%	28 65%	15 63%	15 65%	3 60%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.5. Update and improve their personal brand on social media (e.g. Twitter, Instagram, blogs): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	15 6%	1 11%	5 6%	1 4%	1 9%	- -	- -	1 5%	3 9%	- -	- -	3 12%	11 7%	4 4%
Not very important	40 16%	- -	12 14%	4 17%	- -	3 13%	1 100%	1 5%	9 26%	2 22%	3 27%	5 20%	25 17%	15 14%
Fairly important	91 36%	4 44%	27 32%	11 48%	3 27%	13 57%	- -	9 45%	11 32%	5 56%	1 9%	7 28%	52 35%	39 38%
Very important	95 38%	4 44%	39 46%	6 26%	6 55%	6 26%	- -	7 35%	10 29%	2 22%	6 55%	9 36%	53 36%	42 40%
I don't know	10 4%	- -	2 2%	1 4%	1 9%	1 4%	- -	2 10%	1 3%	- -	1 9%	1 4%	6 4%	4 4%
NET: TOTAL Not important	55 22%	1 11%	17 20%	5 22%	1 9%	3 13%	1 100%	2 10%	12 35%	2 22%	3 27%	8 32%	36 24%	19 18%
NET: TOTAL Important	186 74%	8 89%	66 78%	17 74%	9 82%	19 83%	- -	16 80%	21 62%	7 78%	7 64%	16 64%	105 71%	81 78%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.5. Update and improve their personal brand on social media (e.g. Twitter, Instagram, blogs): In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	15 6%	1 2%	- -	6 13% a	3 5%	4 9%	- -	- -
Not very important	40 16%	6 10%	3 11%	9 19%	8 14%	9 20%	- -	1 25%
Fairly important	91 36%	19 33%	14 50%	15 31%	20 35%	19 42%	1 50%	1 25%
Very important	95 38%	29 50% e	10 36%	17 35%	22 39%	12 27%	1 50%	2 50%
I don't know	10 4%	3 5%	1 4%	1 2%	4 7%	1 2%	- -	- -
NET: TOTAL Not important	55 22%	7 12%	3 11%	15 31% a	11 19%	13 29% a	- -	1 25%
NET: TOTAL Important	186 74%	48 83%	24 86%	32 67%	42 74%	31 69%	2 100%	3 75%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.6. Develop skills / knowledge through on-line learning and courses: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	3 1%	1 2%	2 3%	- -
Not very important	21 8%	7 11%	9 12%	5 5%
Fairly important	103 41%	27 44%	30 38%	46 41%
Very important	117 47%	25 40%	35 45%	57 51%
I don't know	7 3%	2 3%	2 3%	3 3%
NET: TOTAL Not important	24 10%	8 13%	11 14%	5 5%
		c	c	
NET: TOTAL Important	220 88%	52 84%	65 83%	103 93%
				b

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.6. Develop skills / knowledge through on-line learning and courses: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 3%	- -	- -	- -
Not very important	21 8%	- -	- -	- -	- -	2 14%	1 9%	2 29%	3 8%	3 21%	2 3%	1 3%	- -	- -
Fairly important	103 41%	2 100%	- -	1 50%	3 50%	4 29%	5 45%	3 43%	11 30%	7 50%	27 47%	15 50%	- -	1 25%
Very important	117 47%	- -	2 100%	1 50%	2 33%	8 57%	5 45%	2 29%	22 59%	4 29%	27 47%	11 37%	- -	3 75%
I don't know	7 3%	- -	- -	- -	1 17%	- -	- -	- -	1 3%	- -	- -	3 10%	- -	- -
NET: TOTAL Not important	24 10%	- -	- -	- -	- -	2 14%	1 9%	2 29%	3 8%	3 21%	4 7%	1 3%	- -	- -
NET: TOTAL Important	220 88%	2 100%	2 100%	2 100%	5 83%	12 86%	10 91%	5 71%	33 89%	11 79%	54 93%	26 87%	- -	4 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.6. Develop skills / knowledge through on-line learning and courses: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry					
	Total	Professional services *a	Retail *b	Transportation and travel *c	Wholesale *d	Other *e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	3 1%	- -	- -	- -	1 13%	- -
Not very important	21 8%	- -	5 25%	1 8%	1 13%	- -
Fairly important	103 41%	9 64%	5 25%	3 23%	5 63%	2 22%
Very important	117 47%	5 36%	9 45%	9 69%	1 13%	6 67%
I don't know	7 3%	- -	1 5%	- -	- -	1 11%
NET: TOTAL Not important	24 10%	- -	5 25%	1 8%	2 25%	- -
NET: TOTAL Important	220 88%	14 100%	14 70%	12 92%	6 75%	8 89%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.6. Develop skills / knowledge through on-line learning and courses: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	3 1%	2 3%	- -	- -	- -	2 2%	- -	1 2%	- -	- -	- -
Not very important	21 8%	6 9%	- -	1 2%	3 9%	14 12%	2 7%	1 2%	2 8%	1 4%	- -
Fairly important	103 41%	23 33%	8 28%	11 26%	10 29%	49 42%	5 18%	12 28%	9 38%	7 30%	4 80%
Very important	117 47%	36 52%	21 72%	30 70%	20 59%	51 44%	20 71%	27 63%	13 54%	14 61%	1 20%
I don't know	7 3%	2 3%	- -	1 2%	1 3%	- -	1 4%	2 5%	- -	1 4%	- -
NET: TOTAL Not important	24 10%	8 12%	- -	1 2%	3 9%	16 14%	2 7%	2 5%	2 8%	1 4%	- -
NET: TOTAL Important	220 88%	59 86%	29 100%	41 95%	30 88%	100 86%	25 89%	39 91%	22 92%	21 91%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.6. Develop skills / knowledge through on-line learning and courses: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	3 1%	- -	2 2%	1 4%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	1 1%
Not very important	21 8%	2 22%	7 8%	2 9%	- -	4 17%	- -	- -	1 3%	- -	- -	5 20%	10 7%	11 11%
Fairly important	103 41%	4 44%	28 33%	11 48%	3 27%	10 43%	- -	9 45%	17 50%	8 89%	3 27%	10 40%	65 44%	38 37%
Very important	117 47%	3 33%	48 56%	8 35%	7 64%	9 39%	1 100%	11 55%	15 44%	1 11%	6 55%	8 32%	67 46%	50 48%
I don't know	7 3%	- -	- -	1 4%	1 9%	- -	- -	- -	1 3%	- -	2 18%	2 8%	3 2%	4 4%
NET: TOTAL Not important	24 10%	2 22%	9 11%	3 13%	- -	4 17%	- -	- -	1 3%	- -	- -	5 20%	12 8%	12 12%
NET: TOTAL Important	220 88%	7 78%	76 89%	19 83%	10 91%	19 83%	1 100%	20 100%	32 94%	9 100%	9 82%	18 72%	132 90%	88 85%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.6. Develop skills / knowledge through on-line learning and courses: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	3 1%	2 3%	1 4%	- -	- -	- -	- -	- -
Not very important	21 8%	2 3%	6 21%	3 6%	3 5%	7 16% a	- -	- -
Fairly important	103 41%	27 47%	10 36%	22 46%	23 40%	18 40%	- -	1 25%
Very important	117 47%	27 47%	10 36%	20 42%	29 51%	20 44%	2 100%	3 75%
I don't know	7 3%	- -	1 4%	3 6%	2 4%	- -	- -	- -
NET: TOTAL Not important	24 10%	4 7%	7 25%	3 6%	3 5%	7 16%	- -	- -
NET: TOTAL Important	220 88%	54 93%	20 71%	42 88%	52 91%	38 84%	2 100%	4 100%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.7. Undertake work experience / internships: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	3 1%	1 2%	1 1%	1 1%
Not very important	20 8%	7 11%	2 3%	11 10%
Fairly important	106 42%	27 44%	35 45%	44 40%
Very important	114 45%	26 42%	35 45%	53 48%
I don't know	8 3%	1 2%	5 6%	2 2%
NET: TOTAL Not important	23 9%	8 13%	3 4%	12 11%
NET: TOTAL Important	220 88%	53 85%	70 90%	97 87%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.7. Undertake work experience / internships: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	- -
Not very important	20 8%	- -	- -	- -	- -	1 7%	- -	1 14%	3 8%	2 14%	6 10%	1 3%	- -	- -
Fairly important	106 42%	1 50%	2 100%	2 100%	3 50%	7 50%	6 55%	3 43%	12 32%	7 50%	24 41%	12 40%	- -	1 25%
Very important	114 45%	1 50%	- -	- -	2 33%	5 36%	4 36%	3 43%	21 57%	5 36%	27 47%	15 50%	- -	2 50%
I don't know	8 3%	- -	- -	- -	1 17%	1 7%	1 9%	- -	1 3%	- -	1 2%	1 3%	- -	1 25%
NET: TOTAL Not important	23 9%	- -	- -	- -	- -	1 7%	- -	1 14%	3 8%	2 14%	6 10%	2 7%	- -	- -
NET: TOTAL Important	220 88%	2 100%	2 100%	2 100%	5 83%	12 86%	10 91%	6 86%	33 89%	12 86%	51 88%	27 90%	- -	3 75%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.7. Undertake work experience / internships: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Total	Industry				
		Professional services *a	Retail *b	Transportation and travel *c	Wholesale *d	Other *e
Significance Level: 95%						
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	3 1%	1 7%	- -	- -	1 13%	- -
Not very important	20 8%	1 7%	2 10%	2 15%	- -	1 11%
Fairly important	106 42%	5 36%	9 45%	5 38%	6 75%	1 11%
Very important	114 45%	6 43%	9 45%	6 46%	1 13%	7 78%
I don't know	8 3%	1 7%	- -	- -	- -	- -
NET: TOTAL Not important	23 9%	2 14%	2 10%	2 15%	1 13%	1 11%
NET: TOTAL Important	220 88%	11 79%	18 90%	11 85%	7 88%	8 89%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.7. Undertake work experience / internships: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	3 1%	3 4%	- -	- -	1 3%	1 1%	1 4%	2 5%	- -	- -	- -
Not very important	20 8%	3 4%	1 3%	4 9%	2 6%	12 10%	1 4%	4 9%	- -	1 4%	- -
Fairly important	106 42%	23 33%	8 28%	10 23%	14 41%	51 44%	6 21%	12 28%	8 33%	7 30%	1 20%
Very important	114 45%	38 55%	17 59%	27 63%	17 50%	50 43%	20 71%	21 49%	15 63%	14 61%	4 80%
I don't know	8 3%	2 3%	3 10%	2 5%	- -	2 2%	- -	4 9%	1 4%	1 4%	- -
NET: TOTAL Not important	23 9%	6 9%	1 3%	4 9%	3 9%	13 11%	2 7%	6 14%	- -	1 4%	- -
NET: TOTAL Important	220 88%	61 88%	25 86%	37 86%	31 91%	101 87%	26 93%	33 77%	23 96%	21 91%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.7. Undertake work experience / internships: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	3 1%	- -	2 2%	1 4%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	1 1%
Not very important	20 8%	1 11%	8 9%	2 9%	1 9%	2 9%	1 100%	2 10%	1 3%	- -	- -	2 8%	10 7%	10 10%
Fairly important	106 42%	5 56%	36 42%	13 57%	2 18%	12 52%	- -	6 30%	11 32%	6 67%	4 36%	11 44%	64 44%	42 40%
Very important	114 45%	2 22%	37 44%	7 30%	6 55%	9 39%	- -	12 60%	22 65%	3 33%	6 55%	10 40%	67 46%	47 45%
I don't know	8 3%	1 11%	2 2%	- -	2 18%	- -	- -	- -	- -	- -	1 9%	2 8%	4 3%	4 4%
NET: TOTAL Not important	23 9%	1 11%	10 12%	3 13%	1 9%	2 9%	1 100%	2 10%	1 3%	- -	- -	2 8%	12 8%	11 11%
NET: TOTAL Important	220 88%	7 78%	73 86%	20 87%	8 73%	21 91%	- -	18 90%	33 97%	9 100%	10 91%	21 84%	131 89%	89 86%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.7. Undertake work experience / internships: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	3 1%	- -	1 4%	1 2%	1 2%	- -	- -	- -
Not very important	20 8%	6 10%	2 7%	2 4%	4 7%	5 11%	- -	- -
Fairly important	106 42%	24 41%	15 54%	22 46%	20 35%	21 47%	2 100%	1 25%
Very important	114 45%	27 47%	10 36%	21 44%	29 51%	18 40%	- -	2 50%
I don't know	8 3%	1 2%	- -	2 4%	3 5%	1 2%	- -	1 25%
NET: TOTAL Not important	23 9%	6 10%	3 11%	3 6%	5 9%	5 11%	- -	- -
NET: TOTAL Important	220 88%	51 88%	25 89%	43 90%	49 86%	39 87%	2 100%	3 75%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.8. Undertake volunteering to develop skills and demonstrate character: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Number of employees			
	Total	250-499	500-1,000	More than 1,000
Significance Level: 95%		a	b	c
Total	251 100%	62 100%	78 100%	111 100%
Not at all important	7 3%	3 5%	3 4%	1 1%
Not very important	21 8%	9 15%	6 8%	6 5%
Fairly important	93 37%	19 31%	29 37%	45 41%
Very important	119 47%	29 47%	34 44%	56 50%
I don't know	11 4%	2 3%	6 8%	3 3%
NET: TOTAL Not important	28 11%	12 19%	9 12%	7 6%
NET: TOTAL Important	212 84%	48 77%	63 81%	101 91%
				ab

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.8. Undertake volunteering to develop skills and demonstrate character: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry													
	Total	Agriculture, forestry and fishing	Arts, entertainment and recreation	Automotive	Business support services	Construction	Education	Energy and utilities	Financial services, insurance and accounting	Healthcare and social care	IT, technology and communications	Manufacturing	Mining and quarrying	Not for profit
Total	251 100%	2 100%	2 100%	2 100%	6 100%	14 100%	11 100%	7 100%	37 100%	14 100%	58 100%	30 100%	- -	4 100%
Not at all important	7 3%	- -	- -	- -	- -	- -	- -	- -	3 8%	- -	3 5%	- -	- -	- -
Not very important	21 8%	- -	- -	- -	- -	2 14%	- -	- -	3 8%	2 14%	5 9%	3 10%	- -	- -
Fairly important	93 37%	2 100%	- -	- -	4 67%	2 14%	5 45%	5 71%	12 32%	7 50%	16 28%	15 50%	- -	1 25%
Very important	119 47%	- -	2 100%	2 100%	- -	8 57%	5 45%	2 29%	18 49%	5 36%	32 55%	10 33%	- -	3 75%
I don't know	11 4%	- -	- -	- -	2 33%	2 14%	1 9%	- -	1 3%	- -	2 3%	2 7%	- -	- -
NET: TOTAL Not important	28 11%	- -	- -	- -	- -	2 14%	- -	- -	6 16%	2 14%	8 14%	3 10%	- -	- -
NET: TOTAL Important	212 84%	2 100%	2 100%	2 100%	4 67%	10 71%	10 91%	7 100%	30 81%	12 86%	48 83%	25 83%	- -	4 100%



## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.8. Undertake volunteering to develop skills and demonstrate character: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Industry					
	Total	Professional services	Retail	Transportation and travel	Wholesale	Other
Significance Level: 95%		*a	*b	*c	*d	*e
Total	251 100%	14 100%	20 100%	13 100%	8 100%	9 100%
Not at all important	7 3%	- -	- -	- -	1 13%	- -
Not very important	21 8%	1 7%	4 20%	- -	- -	1 11%
Fairly important	93 37%	6 43%	7 35%	3 23%	6 75%	2 22%
Very important	119 47%	7 50%	8 40%	10 77%	1 13%	6 67%
I don't know	11 4%	- -	1 5%	- -	- -	- -
NET: TOTAL Not important	28 11%	1 7%	4 20%	- -	1 13%	1 11%
NET: TOTAL Important	212 84%	13 93%	15 75%	13 100%	7 88%	8 89%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.8. Undertake volunteering to develop skills and demonstrate character: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Function										
	Total	General management	Customer service	Finance / Accounting	Human Resources	IT / Technology	Marketing	Operations	Product development	Sales	Other
		a	*b	c	d	e	*f	g	*h	*i	*j
Significance Level: 95%											
Total	251 100%	69 100%	29 100%	43 100%	34 100%	116 100%	28 100%	43 100%	24 100%	23 100%	5 100%
Not at all important	7 3%	3 4%	1 3%	1 2%	1 3%	4 3%	1 4%	1 2%	- -	1 4%	- -
Not very important	21 8%	3 4%	- -	1 2%	1 3%	11 9%	1 4%	4 9%	1 4%	2 9%	- -
Fairly important	93 37%	27 39%	10 34%	13 30%	12 35%	36 31%	9 32%	14 33%	11 46%	9 39%	1 20%
Very important	119 47%	32 46%	16 55%	25 58%	19 56%	63 54%	15 54%	21 49%	12 50%	10 43%	4 80%
I don't know	11 4%	4 6%	2 7%	3 7%	1 3%	2 2%	2 7%	3 7%	- -	1 4%	- -
NET: TOTAL Not important	28 11%	6 9%	1 3%	2 5%	2 6%	15 13%	2 7%	5 12%	1 4%	3 13%	- -
NET: TOTAL Important	212 84%	59 86%	26 90%	38 88%	31 91%	99 85%	24 86%	35 81%	23 96%	19 83%	5 100%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.8. Undertake volunteering to develop skills and demonstrate character: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Location											International operations		
	Total	East Anglia	London	Midlands	North East	North West	Northern Ireland	Scotland	South East (ex. London)	South West	Wales	Yorkshire	Yes	No
Significance Level: 95%		*a	b	*c	*d	*e	*f	*g	h	*i	*j	*k	a	b
Total	251 100%	9 100%	85 100%	23 100%	11 100%	23 100%	1 100%	20 100%	34 100%	9 100%	11 100%	25 100%	147 100%	104 100%
Not at all important	7 3%	- -	3 4%	2 9%	- -	- -	- -	1 5%	- -	- -	- -	1 4%	3 2%	4 4%
Not very important	21 8%	1 11%	6 7%	3 13%	- -	3 13%	- -	- -	5 15%	1 11%	- -	2 8%	7 5%	14 13% a
Fairly important	93 37%	3 33%	32 38%	8 35%	5 45%	7 30%	1 100%	10 50%	14 41%	5 56%	1 9%	7 28%	63 43% b	30 29%
Very important	119 47%	5 56%	41 48%	9 39%	4 36%	12 52%	- -	8 40%	15 44%	3 33%	9 82%	13 52%	69 47%	50 48%
I don't know	11 4%	- -	3 4%	1 4%	2 18%	1 4%	- -	1 5%	- -	- -	1 9%	2 8%	5 3%	6 6%
NET: TOTAL Not important	28 11%	1 11%	9 11%	5 22%	- -	3 13%	- -	1 5%	5 15%	1 11%	- -	3 12%	10 7%	18 17% a
NET: TOTAL Important	212 84%	8 89%	73 86%	17 74%	9 82%	19 83%	1 100%	18 90%	29 85%	8 89%	10 91%	20 80%	132 90% b	80 77%

## Medium & Large Businesses COVID-19 Sentiment - wave 8 - Careers & Enterprise Company

**A49.8. Undertake volunteering to develop skills and demonstrate character: In terms of the actions young people could take to improve their employability in the post-Coronavirus (COVID-19) jobs market, how important do you think the following are, if at all?**

BASE: All DMs

	Sector							
	Total	IT, technology and communications	Retail & wholesale	Industry (i.e. agriculture, manufacturing, construction)	Business, Financial & Professional services	Public services (i.e. education, healthcare, energy & utilities, transportation)	Arts, Entertainment & recreation	Not for profit
		a	*b	c	d	e	*f	*g
Significance Level: 95%								
Total	251 100%	58 100%	28 100%	48 100%	57 100%	45 100%	2 100%	4 100%
Not at all important	7 3%	3 5%	1 4%	- -	3 5%	- -	- -	- -
Not very important	21 8%	5 9%	4 14%	5 10%	4 7%	2 4%	- -	- -
Fairly important	93 37%	16 28%	13 46%	19 40%	22 39%	20 44%	- -	1 25%
Very important	119 47%	32 55%	9 32%	20 42%	25 44%	22 49%	2 100%	3 75%
I don't know	11 4%	2 3%	1 4%	4 8%	3 5%	1 2%	- -	- -
NET: TOTAL Not important	28 11%	8 14%	5 18%	5 10%	7 12%	2 4%	- -	- -
NET: TOTAL Important	212 84%	48 83%	22 79%	39 81%	47 82%	42 93%	2 100%	4 100%