



## Frontline – Change in Career – December 2018

Methodology: ComRes surveyed 2,040 British adults online between 7th and 9th December 2018. Data were weighted to be representative of all British adults aged 18+ by age, gender and region. ComRes is a member of the British Polling Council and abides by its rules. Full tables at [www.comresglobal.com](http://www.comresglobal.com)

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## Career Change Survey

### ONLINE Fieldwork: 7th - 9th December 2018

Absolutes/col percents

Table 1  
**Q.1 Would you consider changing career in 2019?**  
**Base: All respondents**

	Gender		Age										Social Grade				Employment Sector		Working status	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)	Work- ing (r)	Not work- ing (s)
Unweighted base	2040	1016	1024	198	326	343	368	327	478	524	711	805	600	550	362	528	319	804	1123	917
Weighted base	2040	995	1045	226	353	326	361	302	472	579	687	774	557	573	414	496	346	831	1177	863
Yes	568 28%	292 29%	276 26%	92 41%GH	165 47%FGH	132 40%GH	132 37%GH	39 13%H	7 2%	257 44%JK	264 38%K	47 6%	161 29%	168 29%	112 27%	127 26%	133 38%	330 40%	463 39%S	105 12%
No	1184 58%	594 60%	590 57%	98 43%e	140 40%	114 35%	170 47%dE	220 73%CDEF	442 94%CDEFGH	238 41%	284 85%IJ	662 60%O	333 61%O	350 57%	238 53%	263 53%	175 50%	376 45%	551 47%	633 73%R
Don't know	288 14%	110 11%	178 17%A	36 16%H	47 13%H	80 24%CD	59 16%GH	42 14%H	23 5%	84 14%K	139 20%IK	66 8%	63 11%	55 10%	65 16%IM	105 21%LMN	38 11%	125 15%	164 14%	125 14%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q - r/s  
 Overlap formulae used. \* small base

**Career Change Survey**  
**ONLINE Fieldwork: 7th - 9th December 2018**

Absolutes/col percents

Table 2  
**Q.1 Would you consider changing career in 2019?**  
**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2040	201	117	1722	92	227	174	169	145	205	234	286	190
Weighted base	2040	177	102	1761	86*	235	171	182	149	196	275	286	182
Yes	568 28%	56 32%BgJ	21 20%	490 28%b	21 24%	68 29%j	41 24%	46 26%	42 28%	42 22%	100 36%BEGHJL	73 25%	57 31%BJ
No	1184 58%	95 53%	67 65%aFK	1023 58%	50 58%	124 53%	105 61%K	115 63%aFK	84 57%	122 62%afK	137 50%	179 63%aFK	107 59%k
Don't know	288 14%	26 15%	15 14%	247 14%	15 17%m	43 18%hIM	26 15%	20 11%	22 15%	31 16%m	38 14%	34 12%	18 10%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**Career Change Survey**  
**ONLINE Fieldwork: 7th - 9th December 2018**

Absolutes/col percents

Table 3  
**Q.2 If considering changing career, would you prioritise pay or social purpose?**  
**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector		Working status	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)	Work- ing (r)	Not work- ing (s)
Unweighted base	2040	1016	1024	198	326	343	368	327	478	524	711	805	600	550	362	528	319	804	1123	917
Weighted base	2040	995	1045	226	353	326	361	302	472	579	687	774	557	573	414	496	346	831	1177	863
I would prioritise pay over social purpose	880 43%	452 45%b	428 41%	124 55%GH	177 50%GH	180 55%FGH	171 47%GH	115 38%H	113 24%	301 52%K	351 51%K	229 30%	254 46%m	232 41%	191 46%	203 41%	190 55%	441 53%	632 54%S	249 29%
I would prioritise social purpose over pay	405 20%	205 21%	200 19%	51 22%H	93 26%EH	63 19%H	81 23%H	65 21%H	53 11%	144 25%K	144 21%K	117 15%	123 22%O	132 23%O	76 18%	74 15%	76 22%	189 23%	265 23%S	140 16%
None of the above	755 37%	338 34%	417 40%A	52 23%	82 23%	83 26%	109 30%cd	122 40%CDEF	306 65%CDEFG	134 3%	192 28%i	428 55%IJ	179 32%	209 36%	147 35%	219 44%LMN	80 23%	200 24%	281 24%	474 55%R

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q - r/s  
 Overlap formulae used. \* small base

**Career Change Survey**  
**ONLINE Fieldwork: 7th - 9th December 2018**

Absolutes/col percents

Table 4  
**Q.2 If considering changing career, would you prioritise pay or social purpose?**  
**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2040	201	117	1722	92	227	174	169	145	205	234	286	190
Weighted base	2040	177	102	1761	86*	235	171	182	149	196	275	286	182
I would prioritise pay over social purpose	880 43%	78 44%h	51 50%Hjm	752 43%	39 45%h	105 45%H	77 45%h	62 34%	59 40%	76 39%	135 49%HiJm	128 45%H	71 39%
I would prioritise social purpose over pay	405 20%	27 15%	18 17%	360 20%	17 19%	48 20%i	39 23%al	45 25%AlI	19 13%	38 20%	64 23%Al	50 17%	40 22%I
None of the above	755 37%	73 41%K	33 33%	649 37%	30 35%	82 35%	56 32%	75 41%K	71 48%BeFGKI	81 41%gK	76 27%	107 38%K	71 39%K

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing