

City & Guilds Group

Generations at Work

March 2017



Introduction

Through our Generations at Work report we have explored the views of British workers on the multigenerational workforce.

It's a fact that we have an ageing workforce and there is soon going to be five generations in the workforce. Additional research by Business in the Community revealed that by 2022, there will be 12.5 million vacancies created by people leaving the workforce, and 2 million new vacancies. But there will only be 7 million young people to fill them – leaving a skills gap of 7.5 million.

It's therefore essential that businesses engage their whole workforce, regardless of age and prepare for the workplace of the future.

Methodology

- Censuswide conducted the research on behalf of the City & Guilds Group.
- The survey ran from 10 January 2017 – 12 January 2017. The research gathered views of 1,014 respondents from the UK. The individuals surveyed included:
 - 505 workers aged 18-30
 - 509 workers aged 51+
- The survey was conducted from a random sample of adults. Censuswide abides by and employ members of the Market Research Society which is based on the ESOMAR principles.

The research

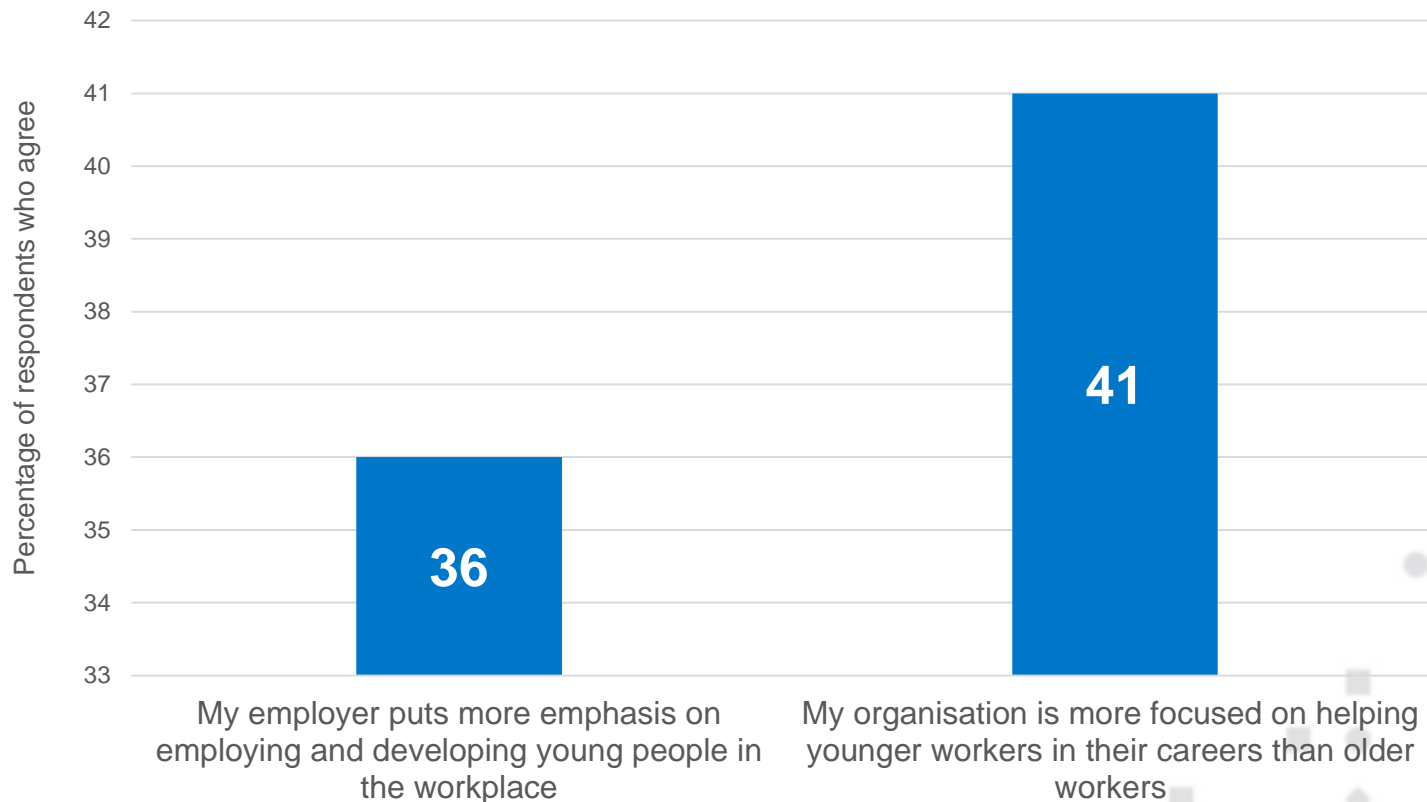
- The research has been divided up into four key areas:
 1. Career opportunities
 2. Perceptions of a multigenerational workforce
 3. Training and skills development
 4. Employment



Career opportunities

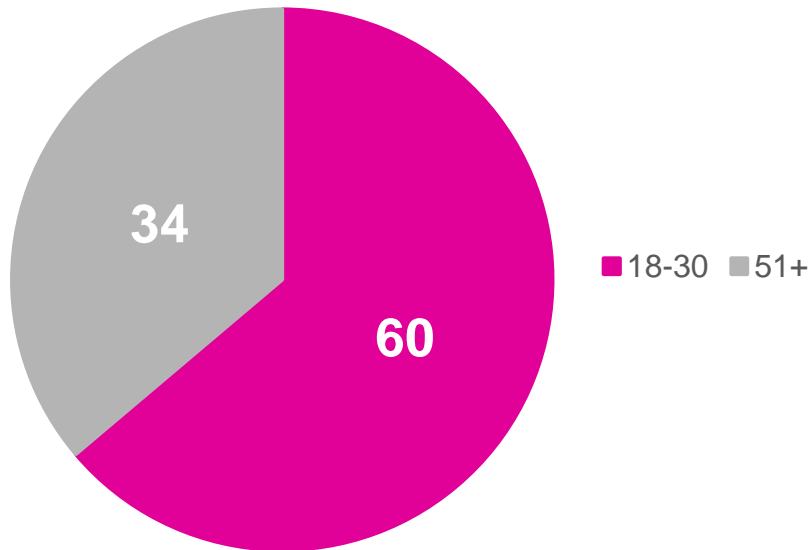


Those over 51 feel there is more focus on younger workers in the workplace



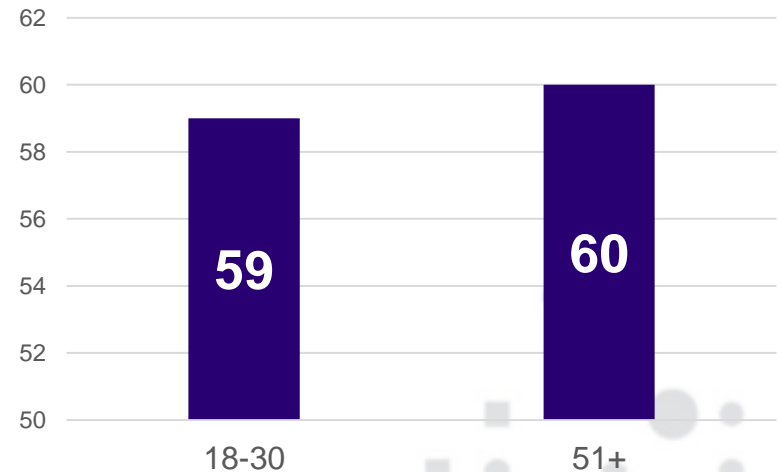
Career progression

Only a third of those aged over 51 regularly discuss career progression with their manager, compared to nearly double the number of those aged 18-30.

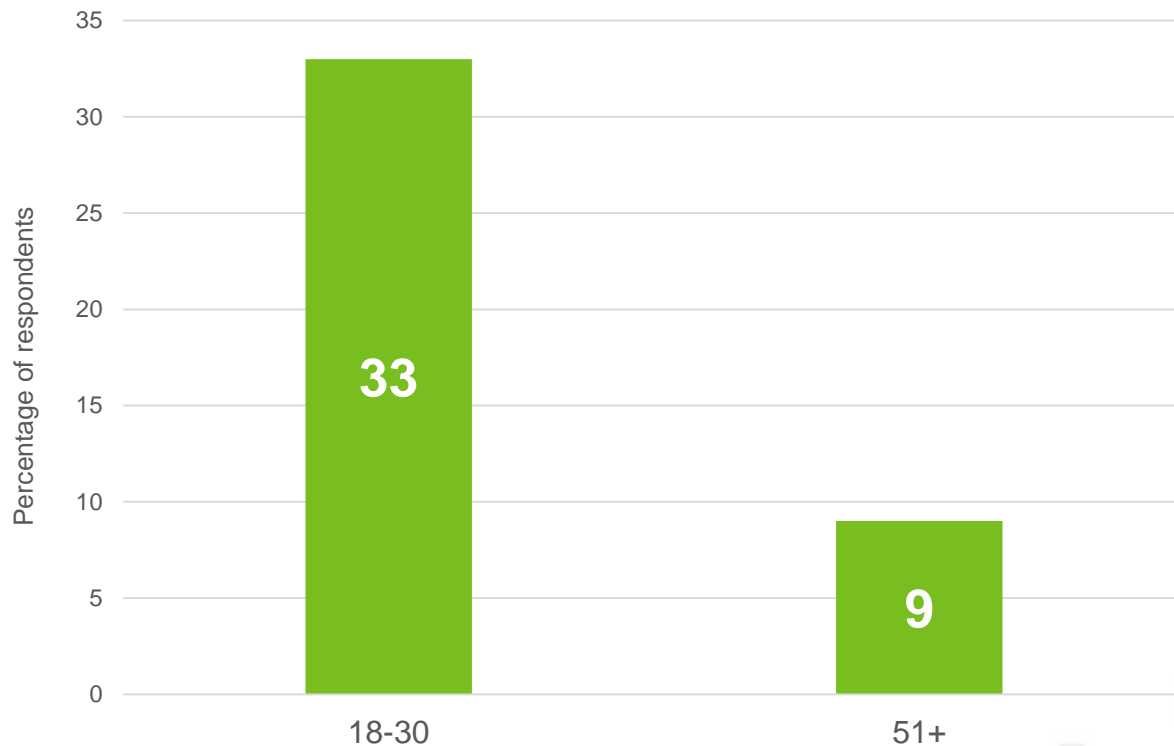


Both age groups worry about whether they could get another job easily if they lost their current job.

% of respondents who agree they worry about whether they could easily get another job



Younger workers prioritise career progression 3x more than older workers

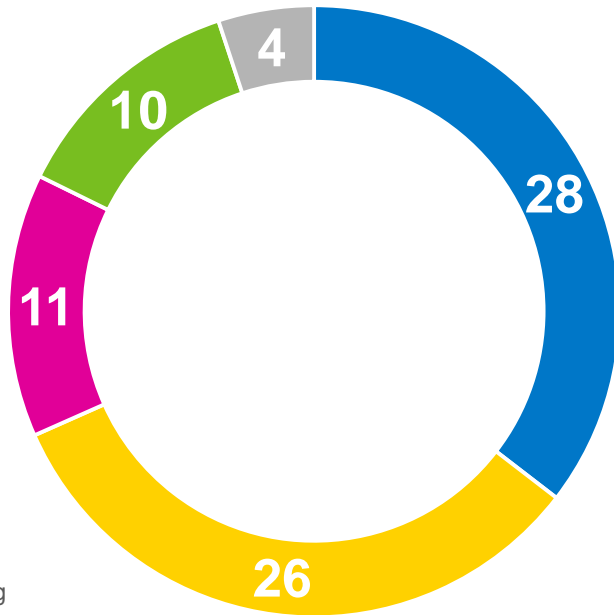




Perceptions of a multigenerational workforce

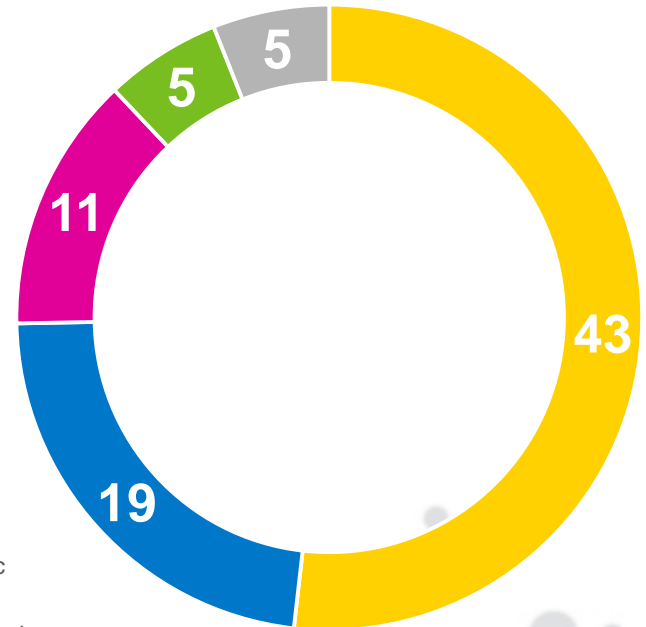
Both age groups agree younger workers are enthusiastic and tech-savvy*

18-30s views of younger workers



- Enthusiastic
- Tech-savvy
- Hard working
- Lazy
- Skilled

Over 51s views of younger workers

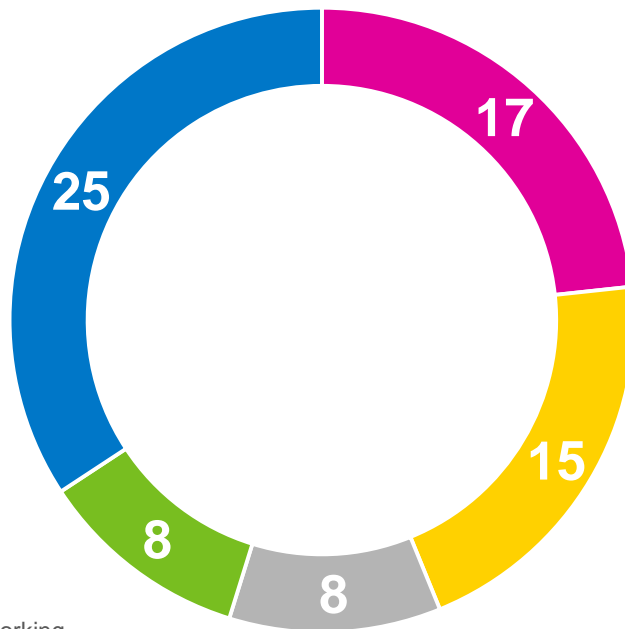


- Tech-savvy
- Enthusiastic
- Lazy
- None of the above
- Helpful

*NB these were the top 5 answers out of a possible 14.

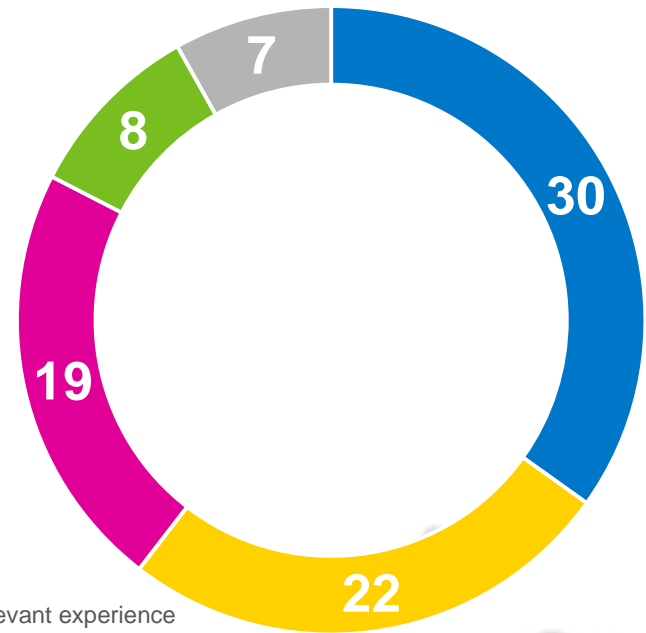
Respondents shared similar views of older workers*

18-30s views of older workers



- Skilled
- Hard working
- Helpful
- Difficult to work with
- Equipped with relevant experience

Over 51s views of older workers

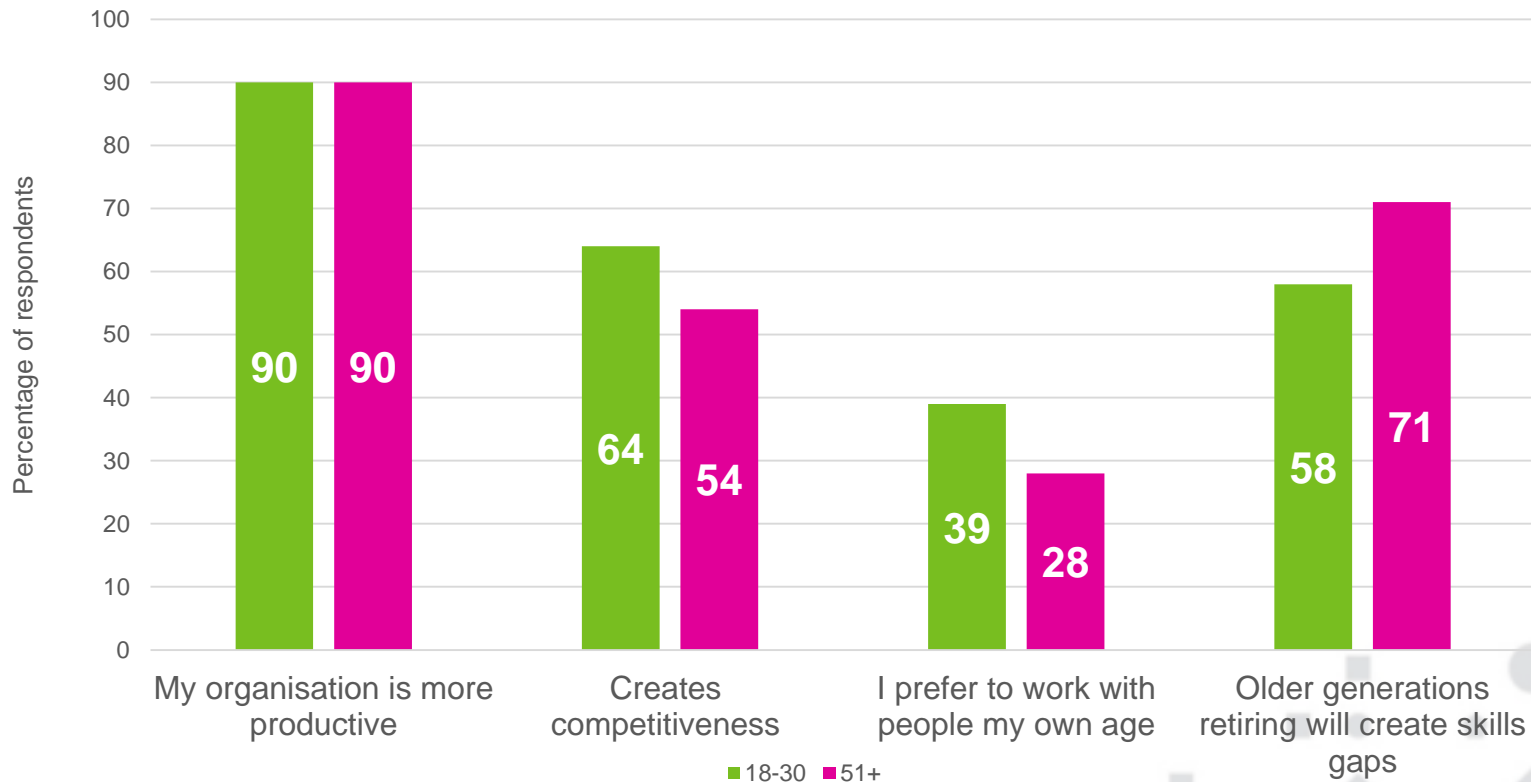


- Equipped with relevant experience
- Hard working
- Skilled
- Committed to my organisation's purpose
- Helpful

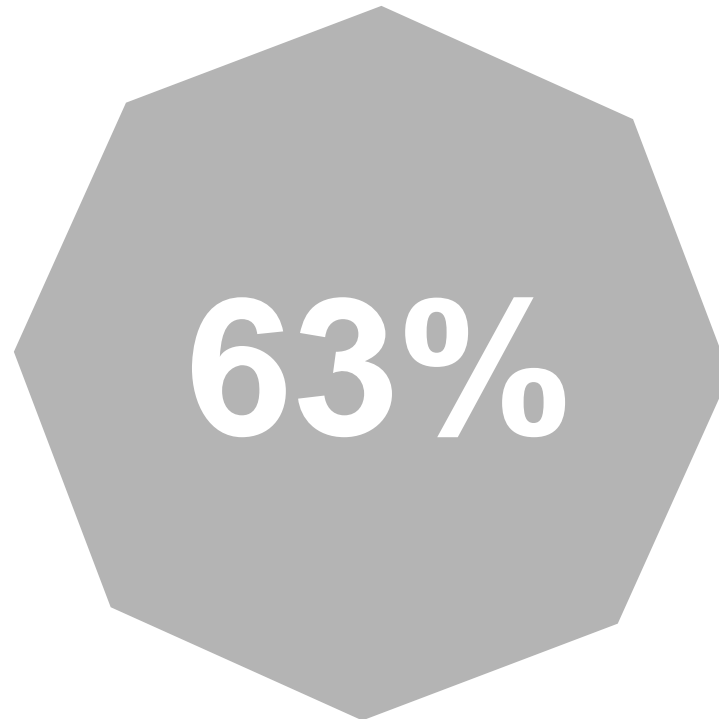
*NB these were the top 5 answers out of a possible 14.

Both generations had similar views on the effects a multigenerational workforce has on an organisation

The graph shows the number of workers who agree with the statements



Nearly two thirds of each cohort surveyed wanted training on how to work with different generations



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Training and skills development

Skills development

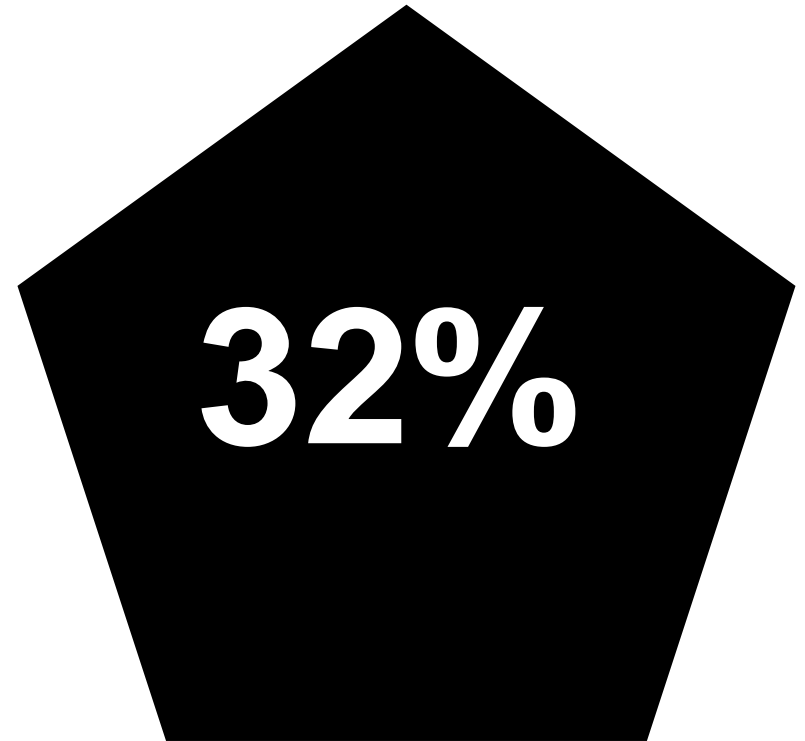
Nearly three fifths of older workers feel that not enough is being invested into training and development.



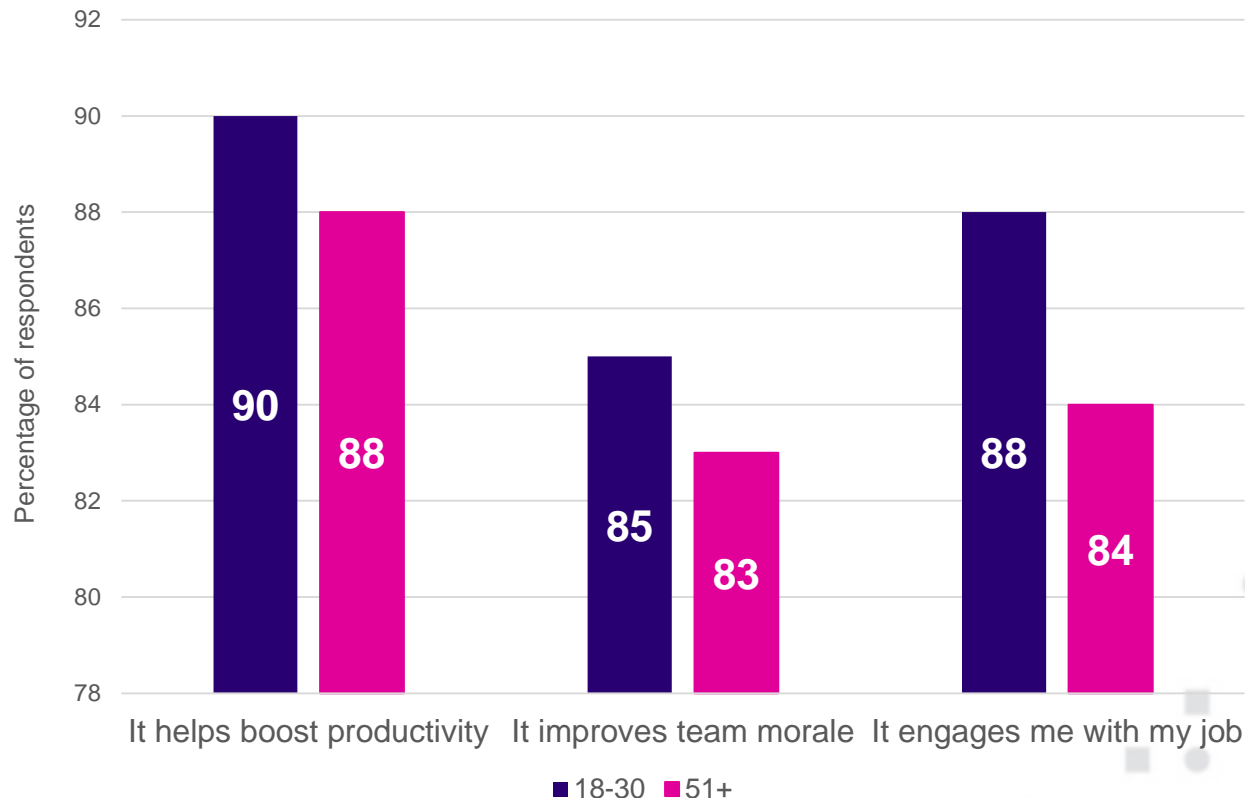
Nearly four fifths of older workers say they are committed to developing their skills for the future.



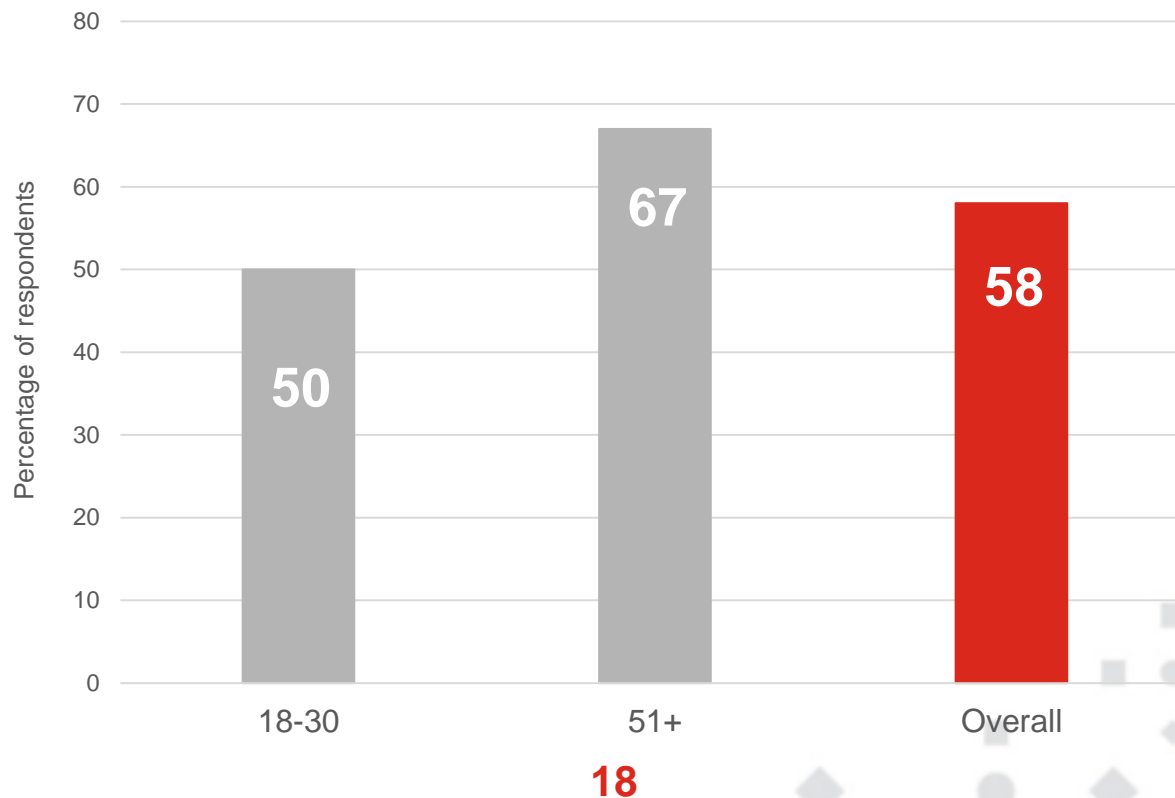
**A third of
older workers
do not think
there are
opportunities
for them to
develop new
skills in their
current role**



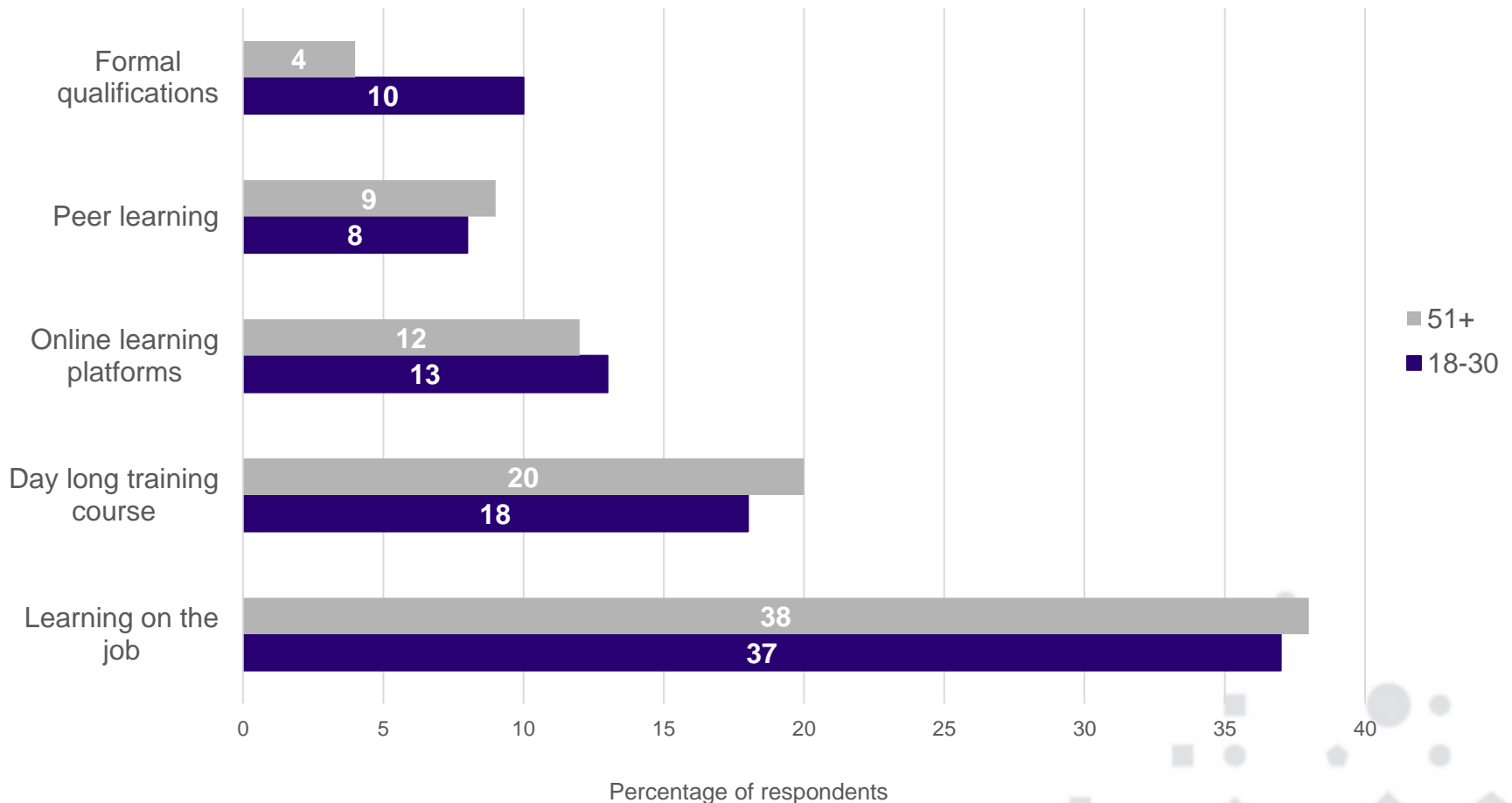
Both age groups agree on the benefits of training and development



More than half of all respondents think the Government's policies are too focused on supporting young people into work – to the detriment of older workers



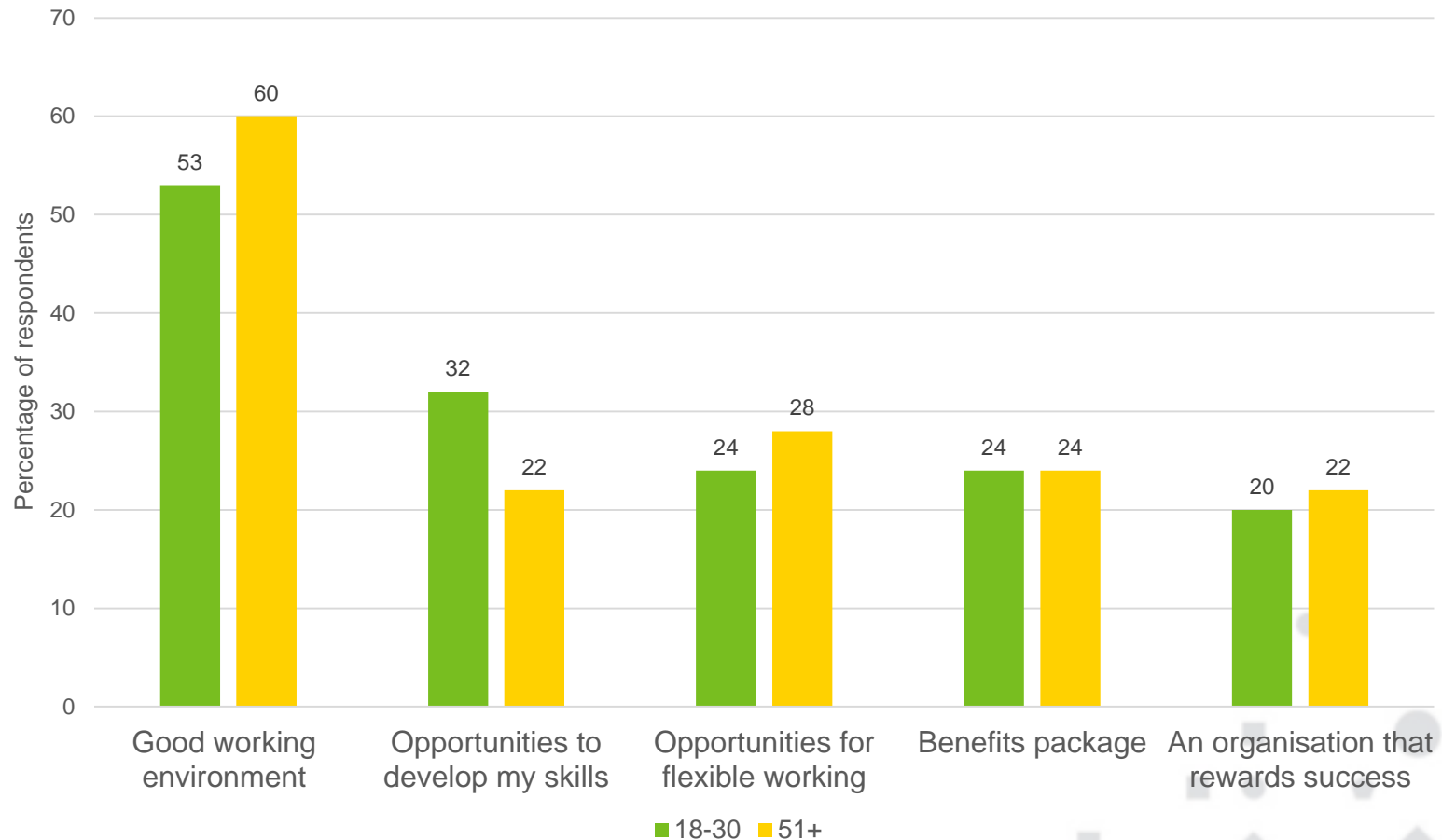
Most respondents prefer to learn on the job



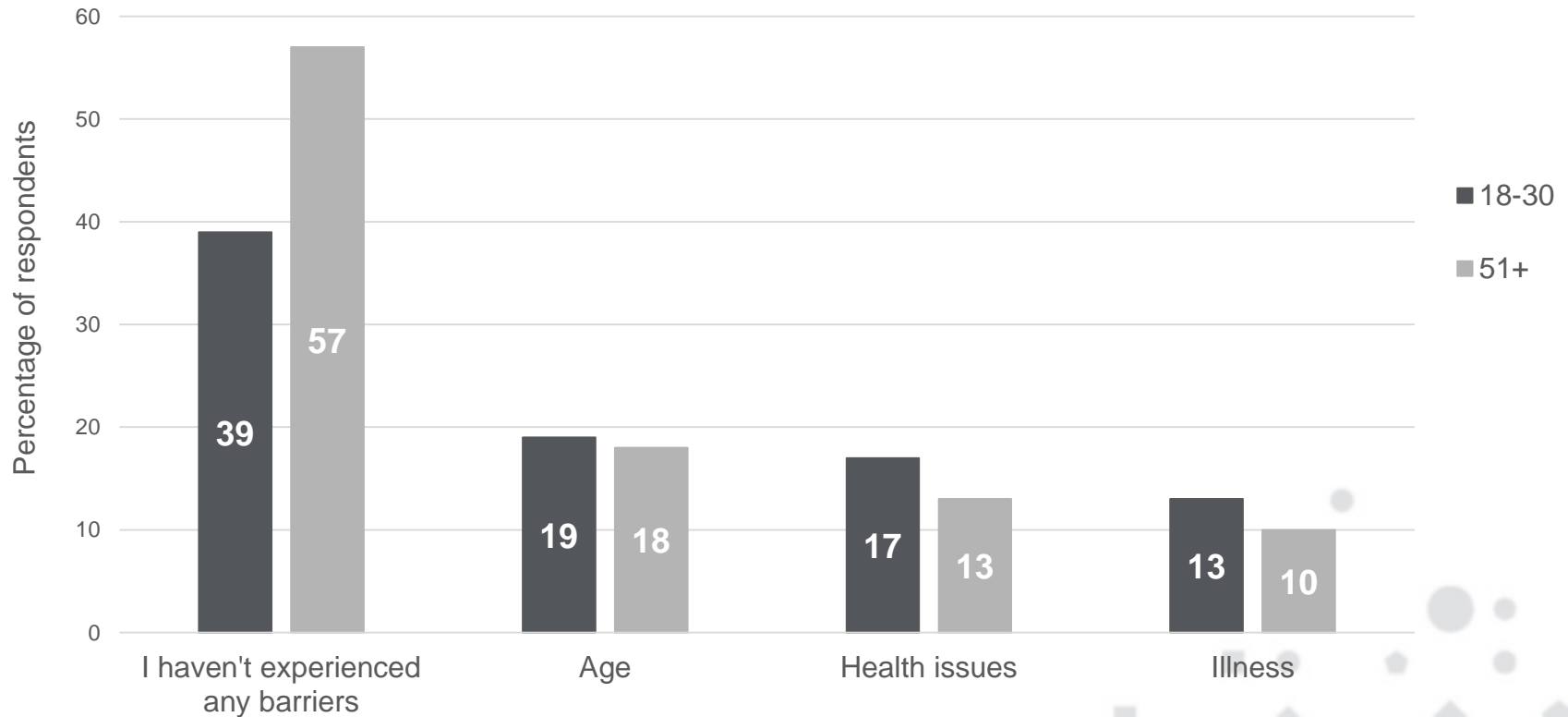


Employment

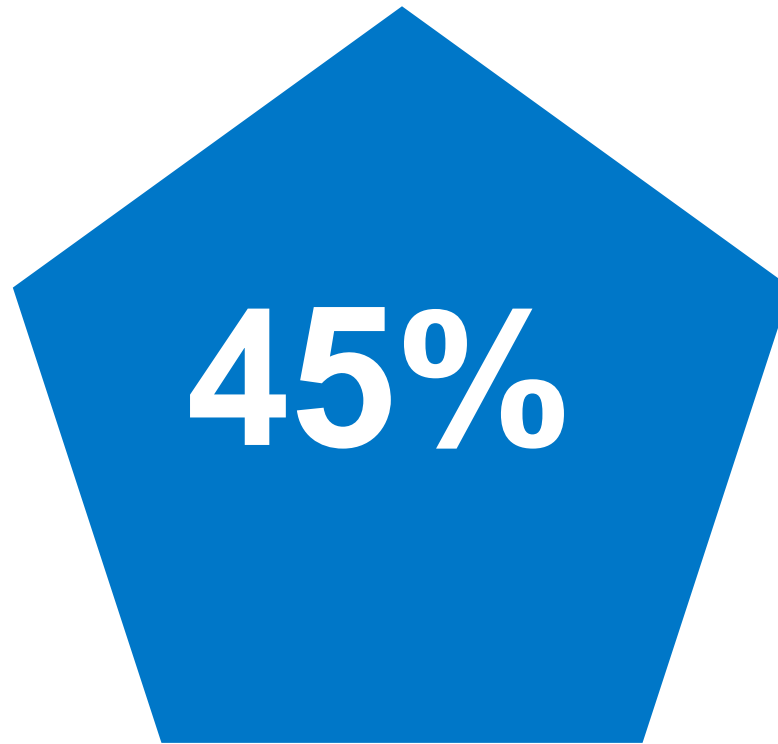
Both age groups look for similar qualities in an employer



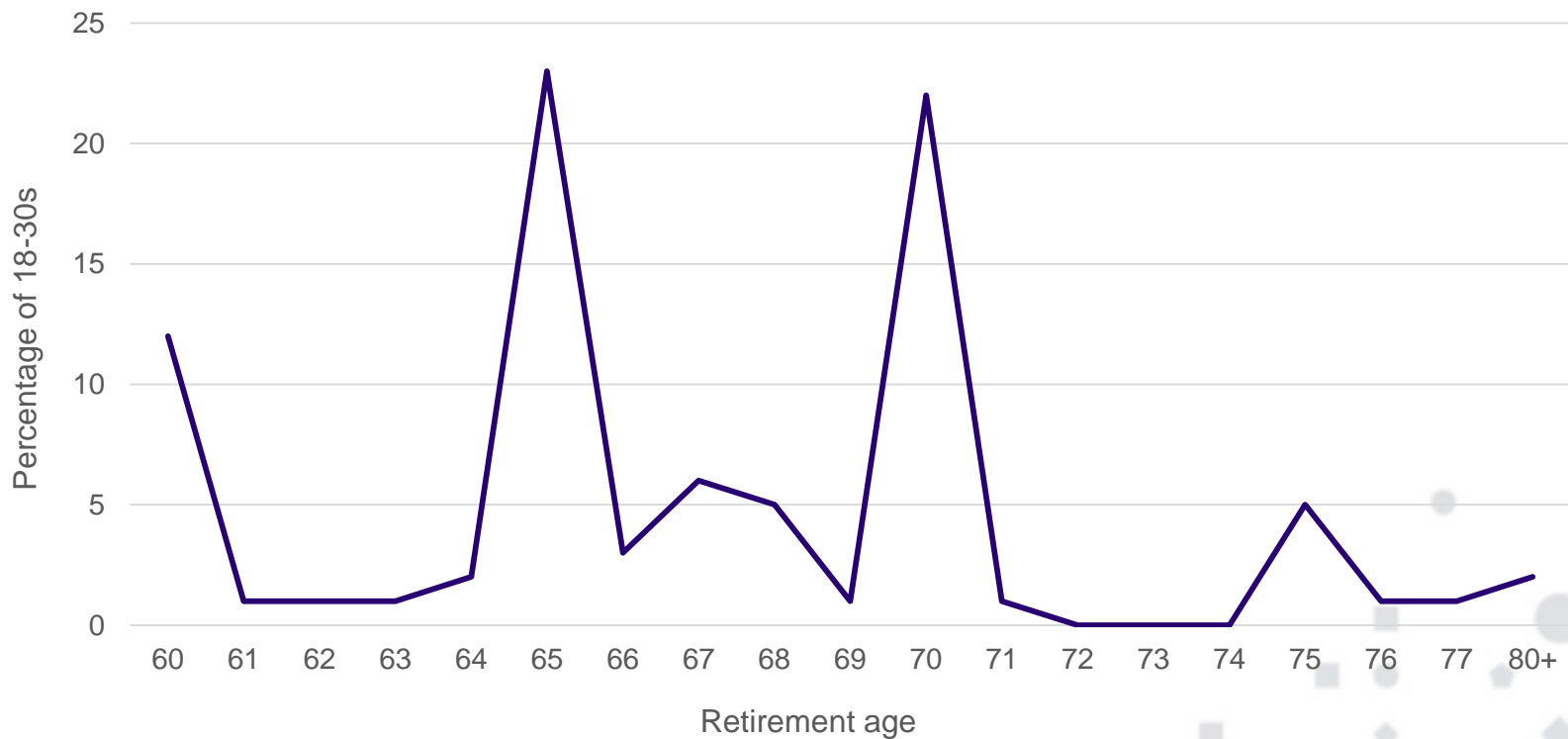
Older workers experienced less barriers to employment than younger workers



Nearly half of younger workers aren't certain they will ever retire



Of those who think they will retire, most think they will retire at 65 or 70



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Summary

What the research tells us

- ◆ Despite the fact people are having to work longer, Government policies and organisations are still too focused on developing younger workers and not their whole workforce.
- ◆ There is an appetite for businesses to plan for the office environment of the future with a nearly two thirds of respondents wanting training on how to work with different generations.
- ◆ Employers therefore have a responsibility to think carefully not just about recruitment strategies but also how they develop and engage their whole workforce.