



SOCIAL MOBILITY IN BRITAIN

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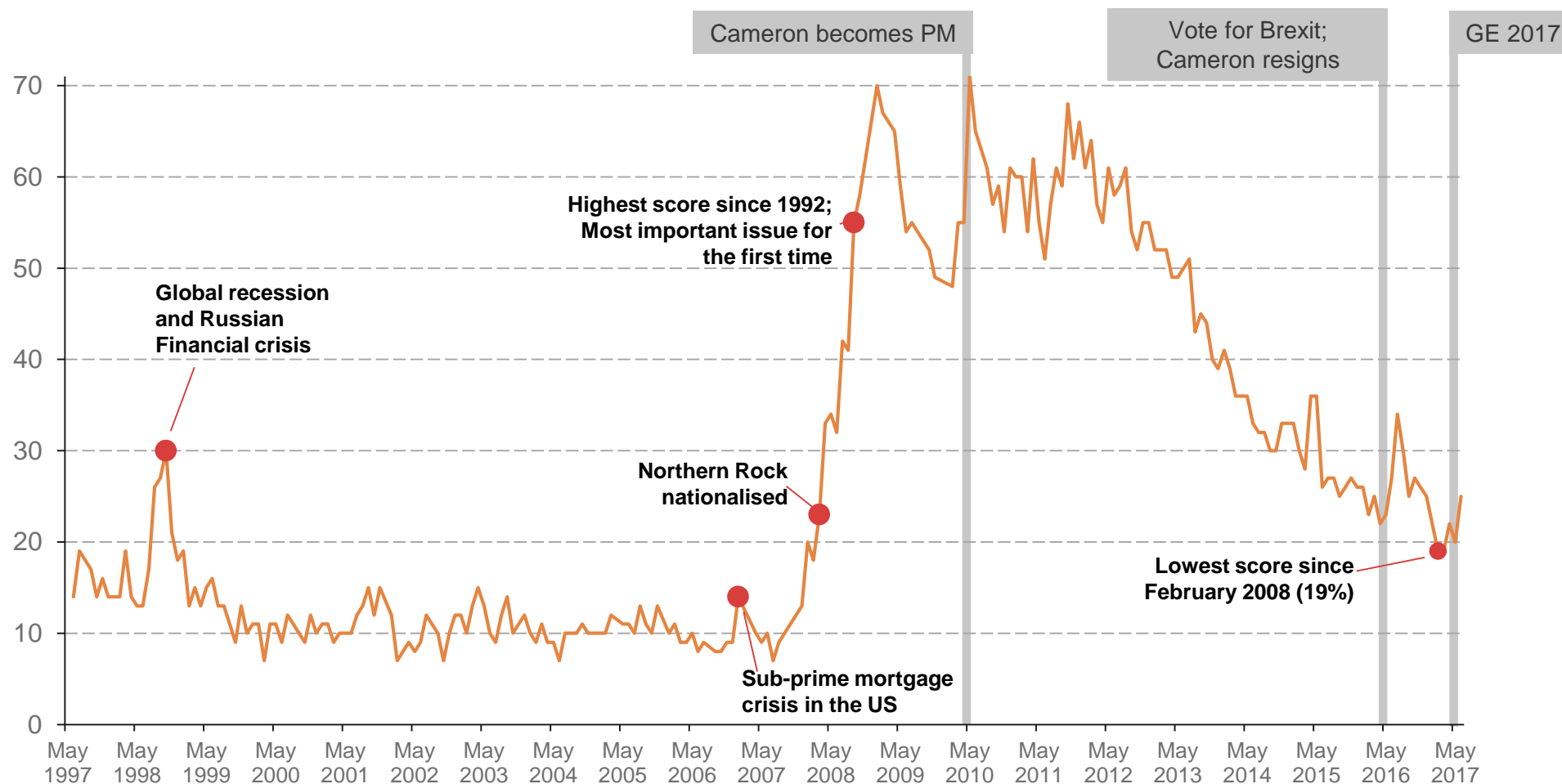
@benatipsosmori



Falling concern about the economy

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

4



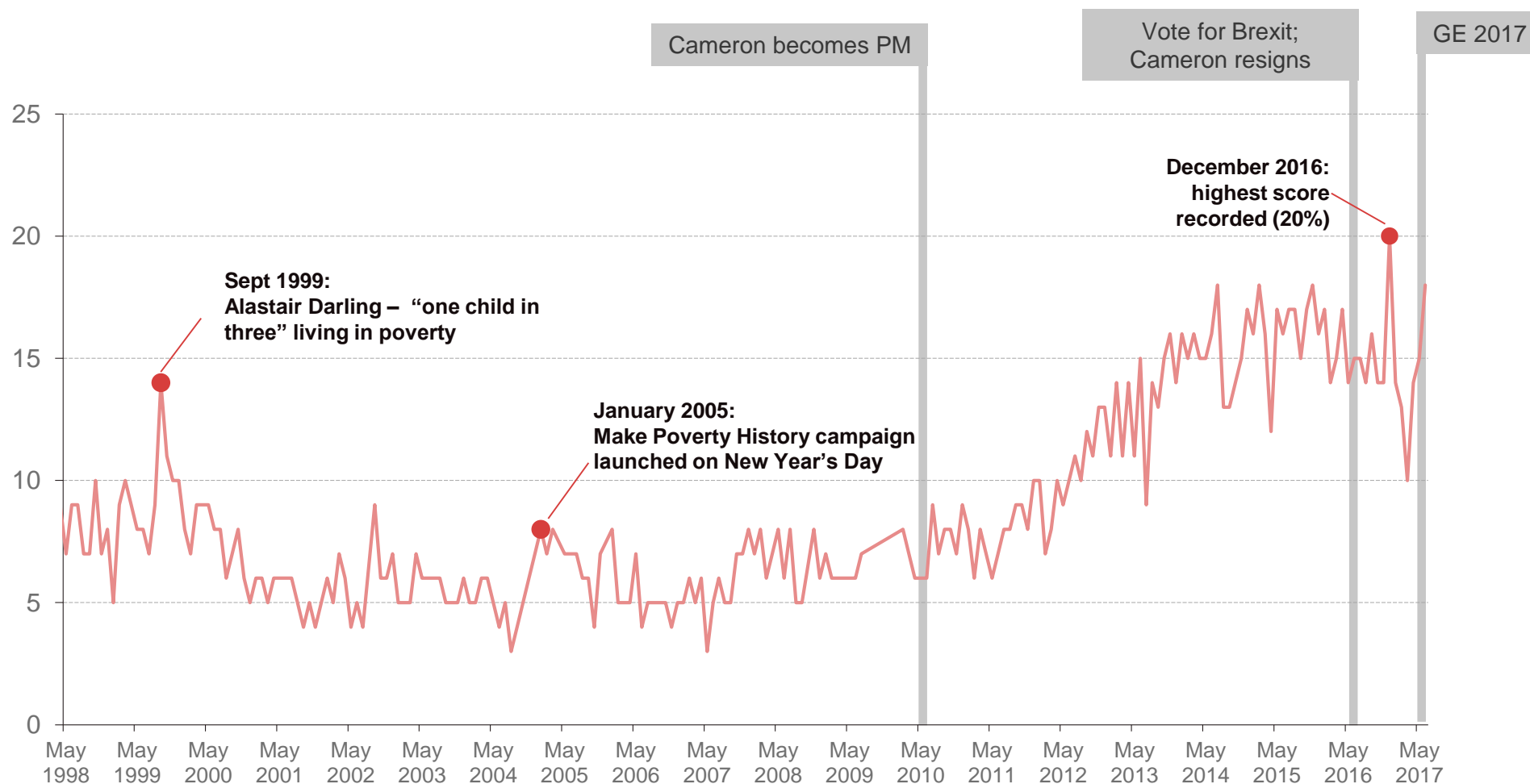
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Rising concern about inequality

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

5



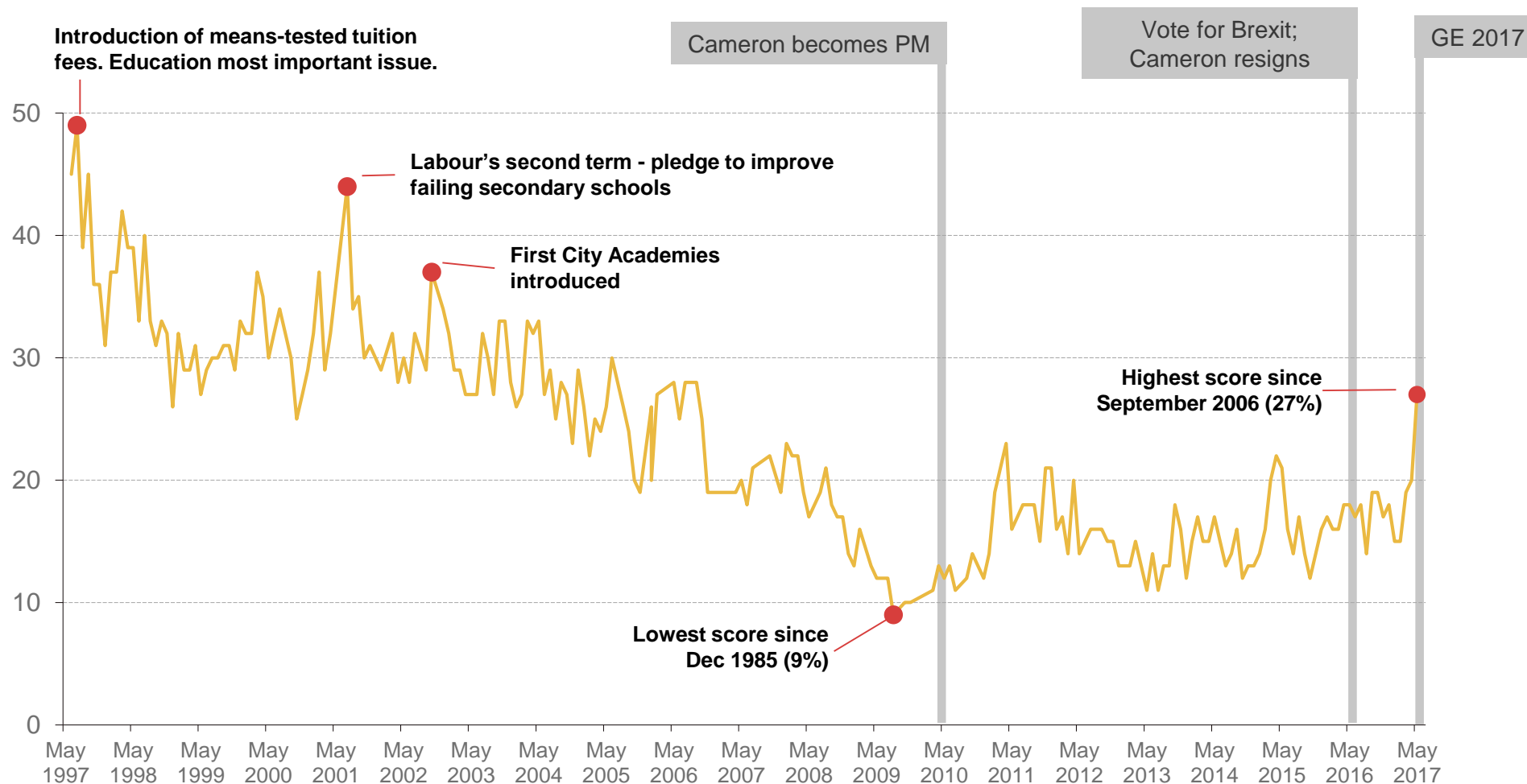
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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Highest concern in a decade about education

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

6

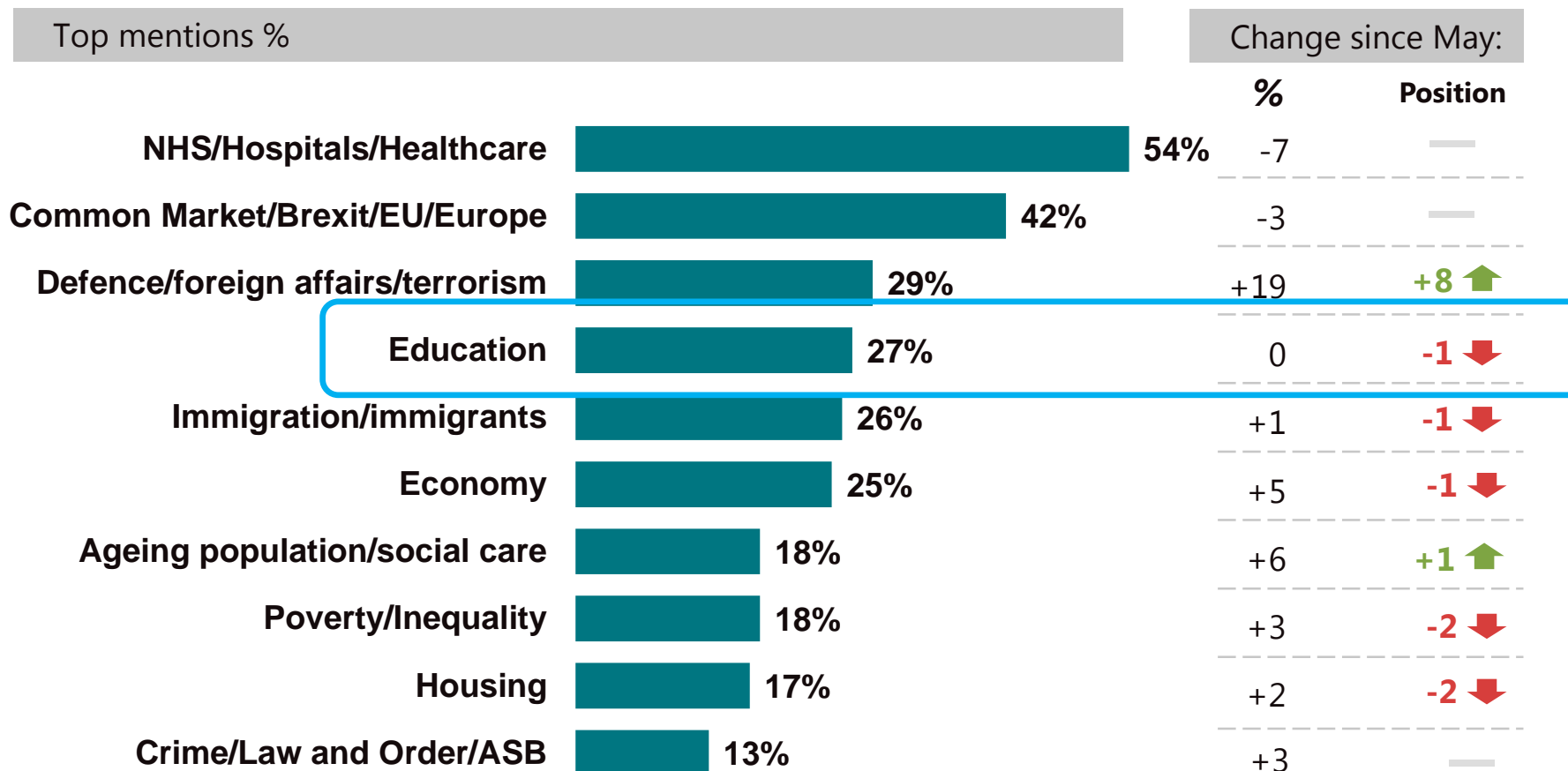


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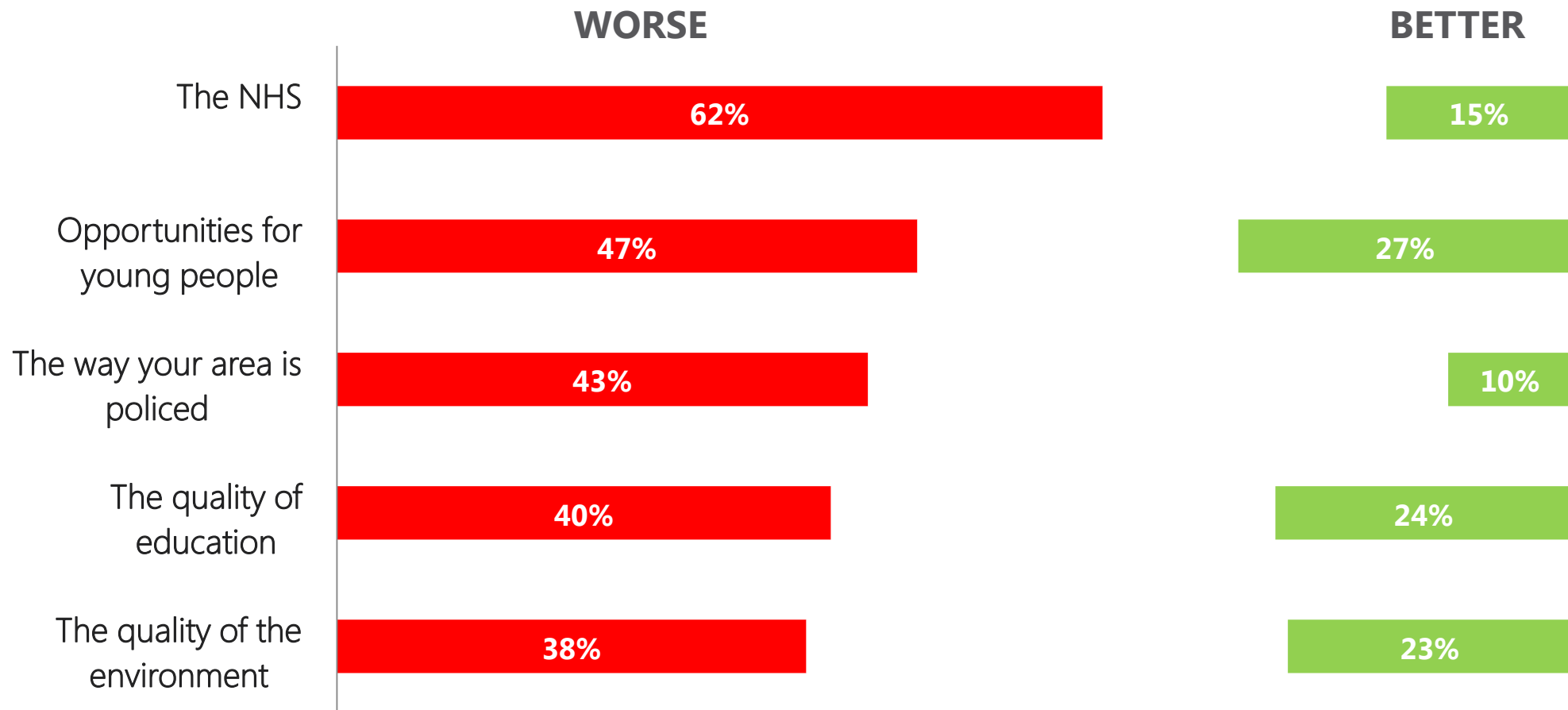
Education the fourth most important issue

WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



Pessimism is high for young people and the education sector

THINKING ABOUT ... OVER THE NEXT FEW YEARS DO YOU EXPECT IT TO GET BETTER, GET WORSE, OR STAY THE SAME? (TOP 5 ANSWERS)



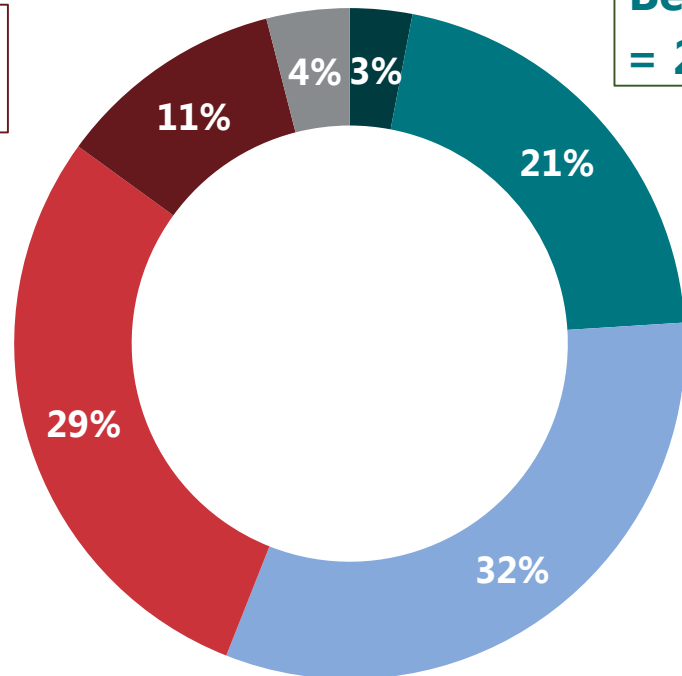
Ipsos MORI Base: 1,032 British adults 18+, 10th – 14th March 2017 Source: Ipsos MORI

Pessimism over quality of education at the highest level we have recorded

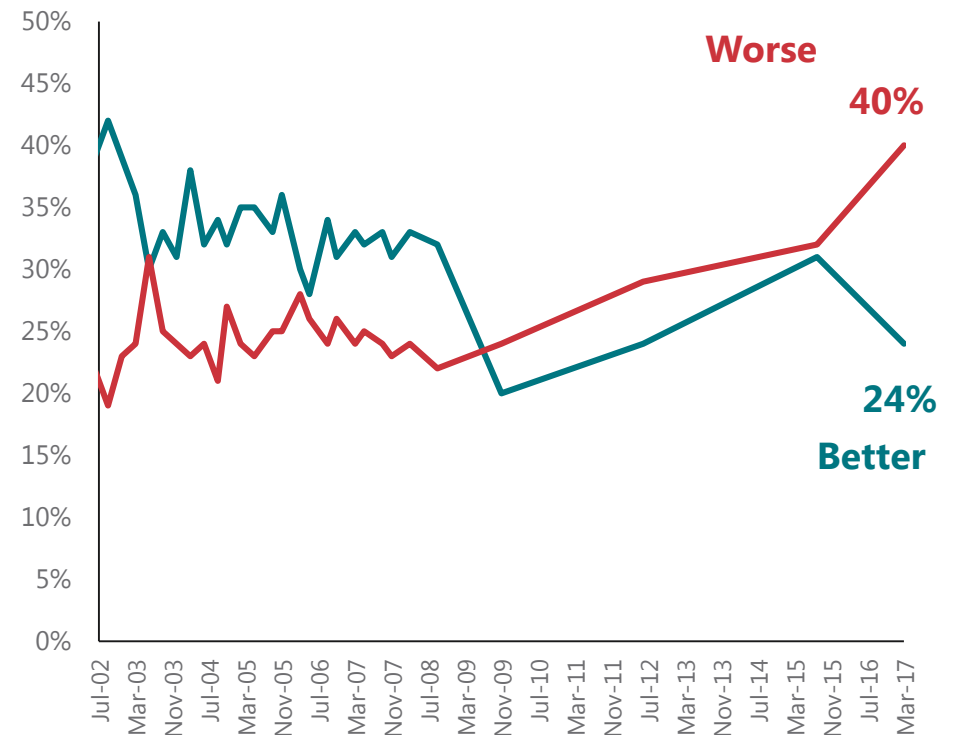
THINKING ABOUT THE QUALITY OF EDUCATION OVER THE NEXT FEW YEARS DO YOU EXPECT IT TO....?



Worse
= 40%



Better
= 24%

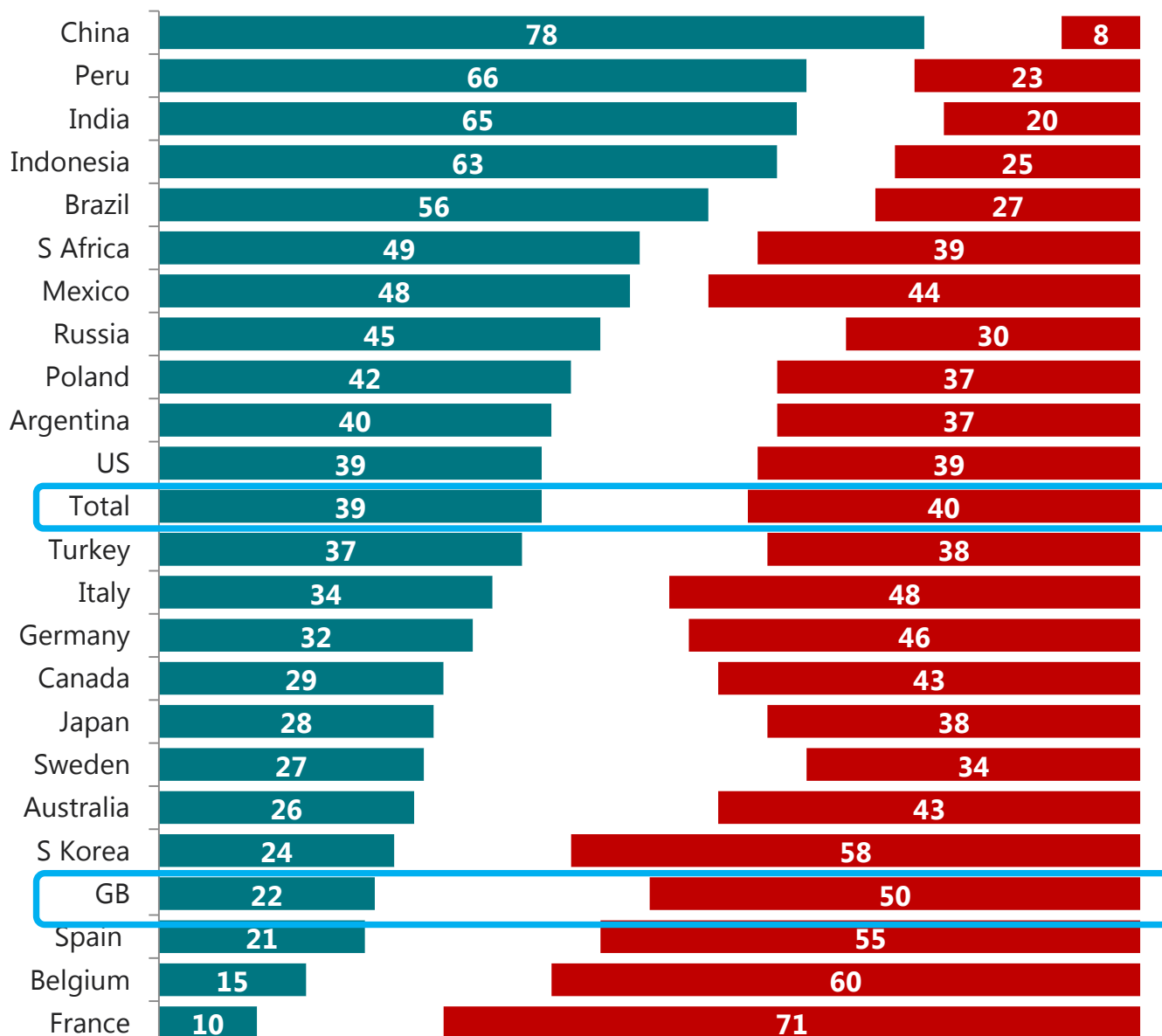


Ipsos MORI

Base: 1,032 British adults 18+, 10th – 14th March 2017

Source: Ipsos MORI Political Monitor

Global pessimism about the young....



To what extent, if at all, do you feel that today's youth will have had a better or worse life than their parents' generation, or will it be about the same?

■ Better ■ Worse



Ipsos MORI Base: 18,180 adults across 23 countries (1,002 GB), online, 12th Sep – 11th Oct 2016 Source: Ipsos MORI

GLOBAL TRENDS

FRAGMENTATION

COHESION

& UNCERTAINTY

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THE CRISIS OF THE ELITES





CRISIS OF THE ELITES?

My government does not prioritise the interests of people like me **71%**

Economy rigged for advantage of the rich and powerful **76%**

Feel like a stranger in my country **46%**

Don't identify with what my country has become **59%**

Experts don't understand my life **69%**

Wish we had a strong leader not current elected government **58%**

CRISIS OF THE ELITES? – TRUST IN ...

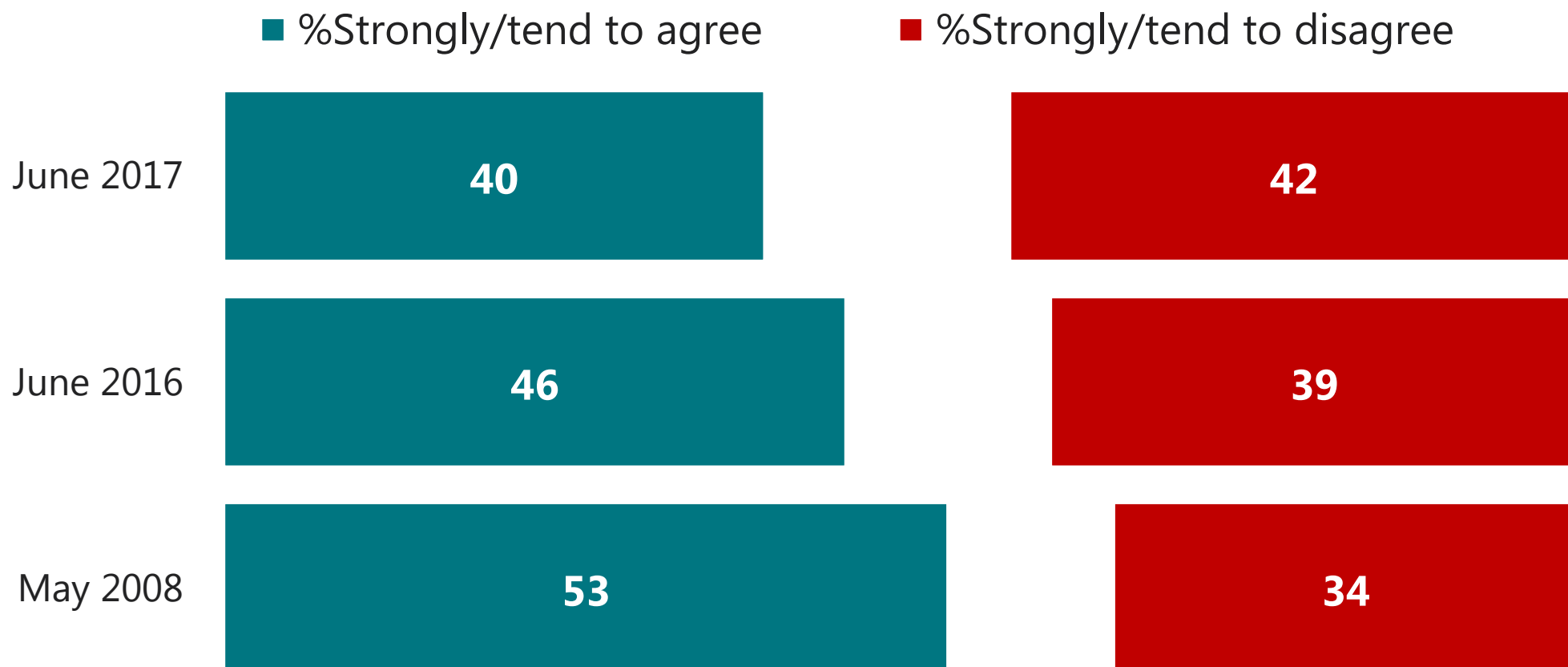


THE LATEST STUDY



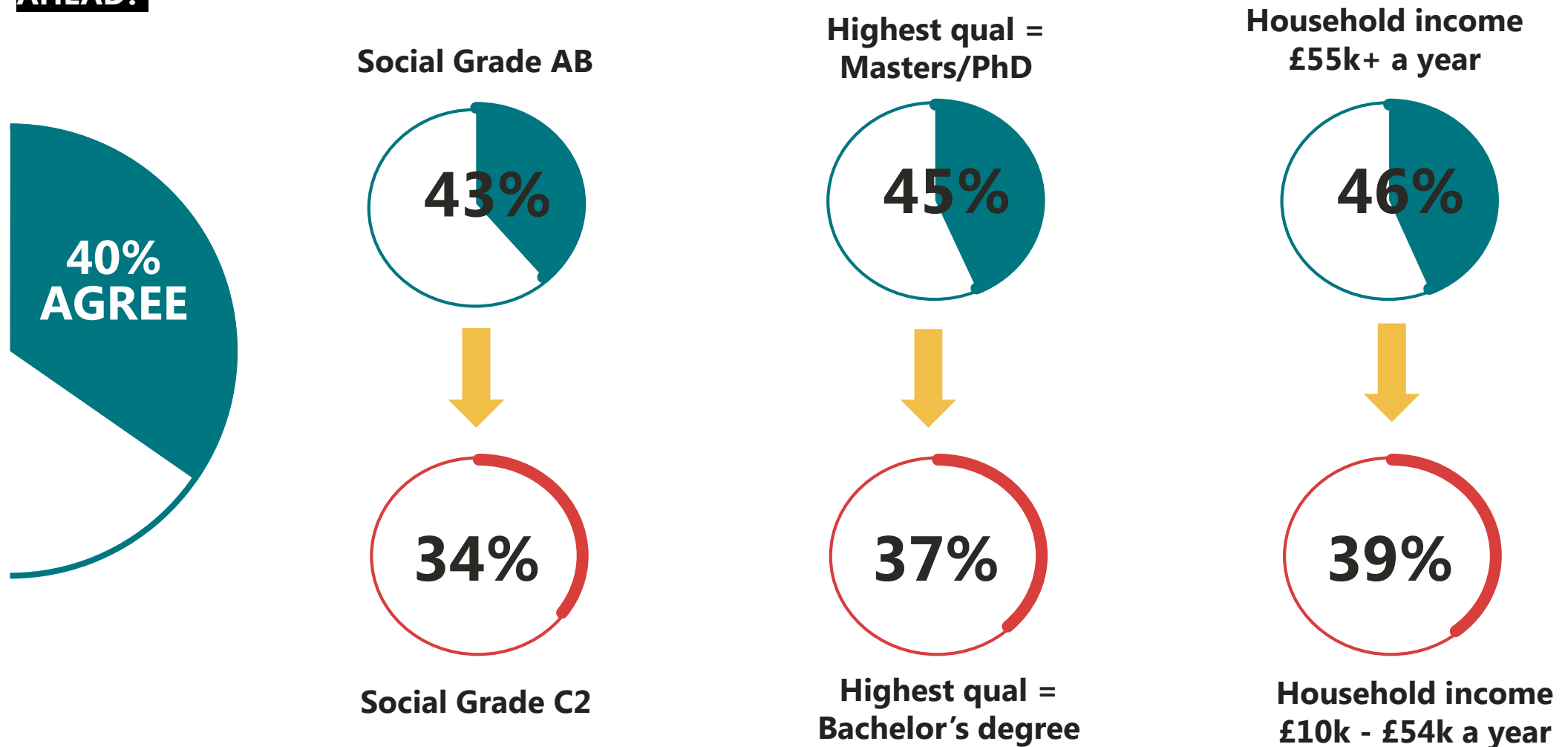
Increasing pessimism about equality of opportunity

TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT PEOPLE HAVE EQUAL OPPORTUNITIES TO GET AHEAD?



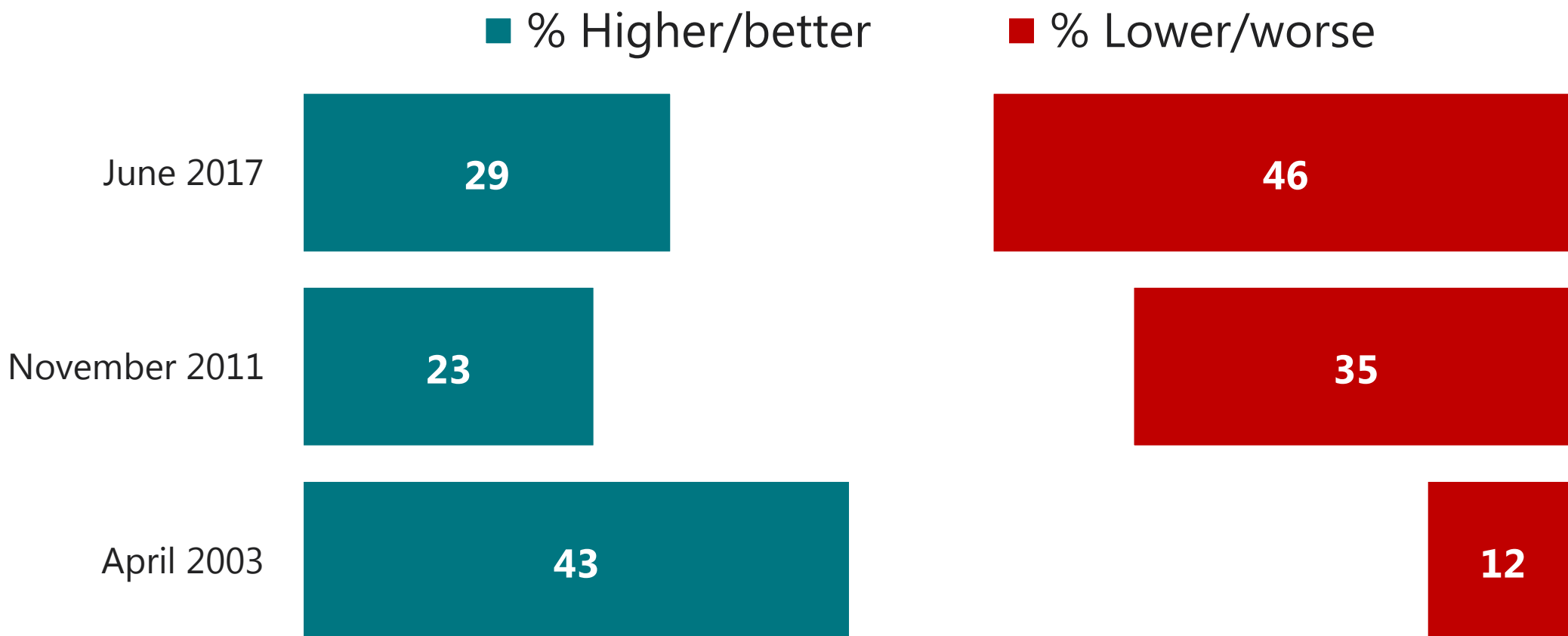
The better-off and the best qualified are most optimistic

TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT PEOPLE HAVE EQUAL OPPORTUNITIES TO GET AHEAD?



Pessimism about the young has been rising

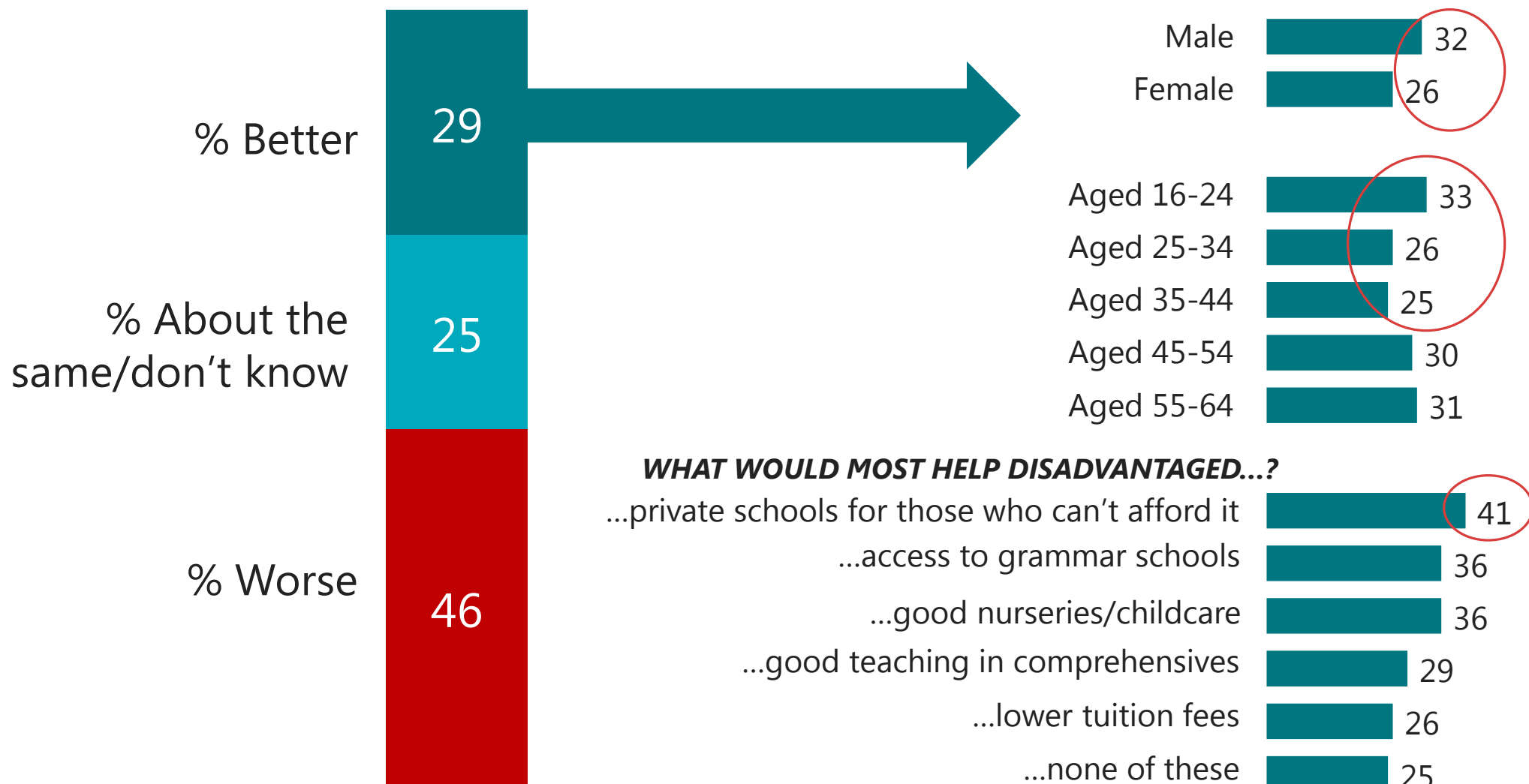
WHEN THEY REACH YOUR AGE, DO YOU THINK TODAY'S YOUTH WILL HAVE A HIGHER/BETTER OR LOWER/WORSE QUALITY OF LIFE THAN YOU / THEIR PARENTS' GENERATION, OR ABOUT THE SAME?



Base: 2,001 adults in GB aged 16-64, interviewed online, 6 – 8 June 2017; 506 adults in GB aged 18+, interviewed by phone, 19-21 Nov 2011; 2,075 adults in GB aged 16+, interviewed face-to-face, 10-15 Apr 2003

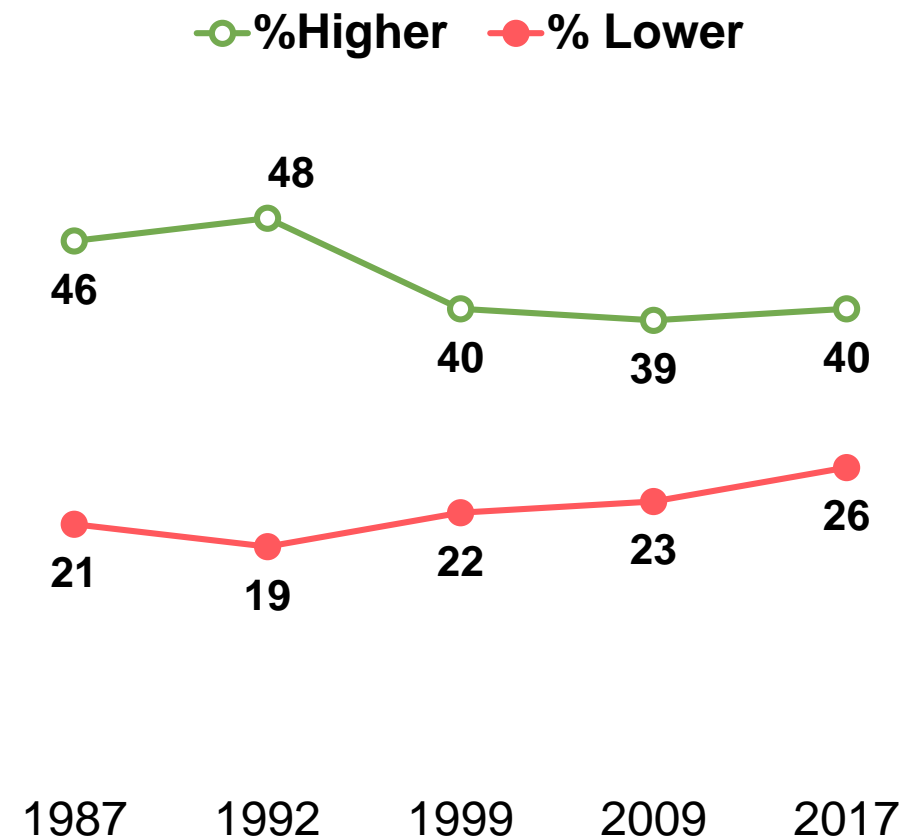
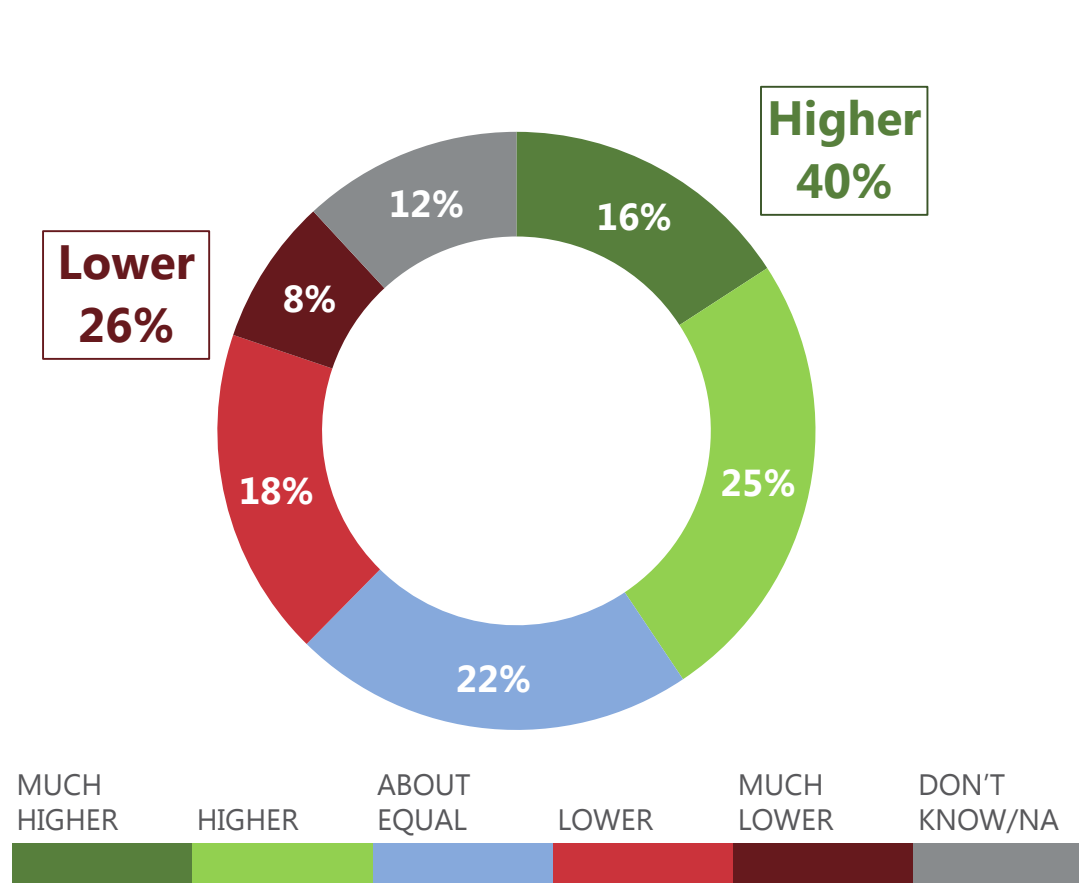
25-44s are least optimistic about the future for today's youth, perhaps from own experience? 16-24s are more positive than them – a rude awakening?

WHEN THEY REACH YOUR AGE, DO YOU THINK TODAY'S YOUTH WILL HAVE A BETTER OR WORSE QUALITY OF LIFE THAN YOU / THEIR PARENTS' GENERATION, OR ABOUT THE SAME?



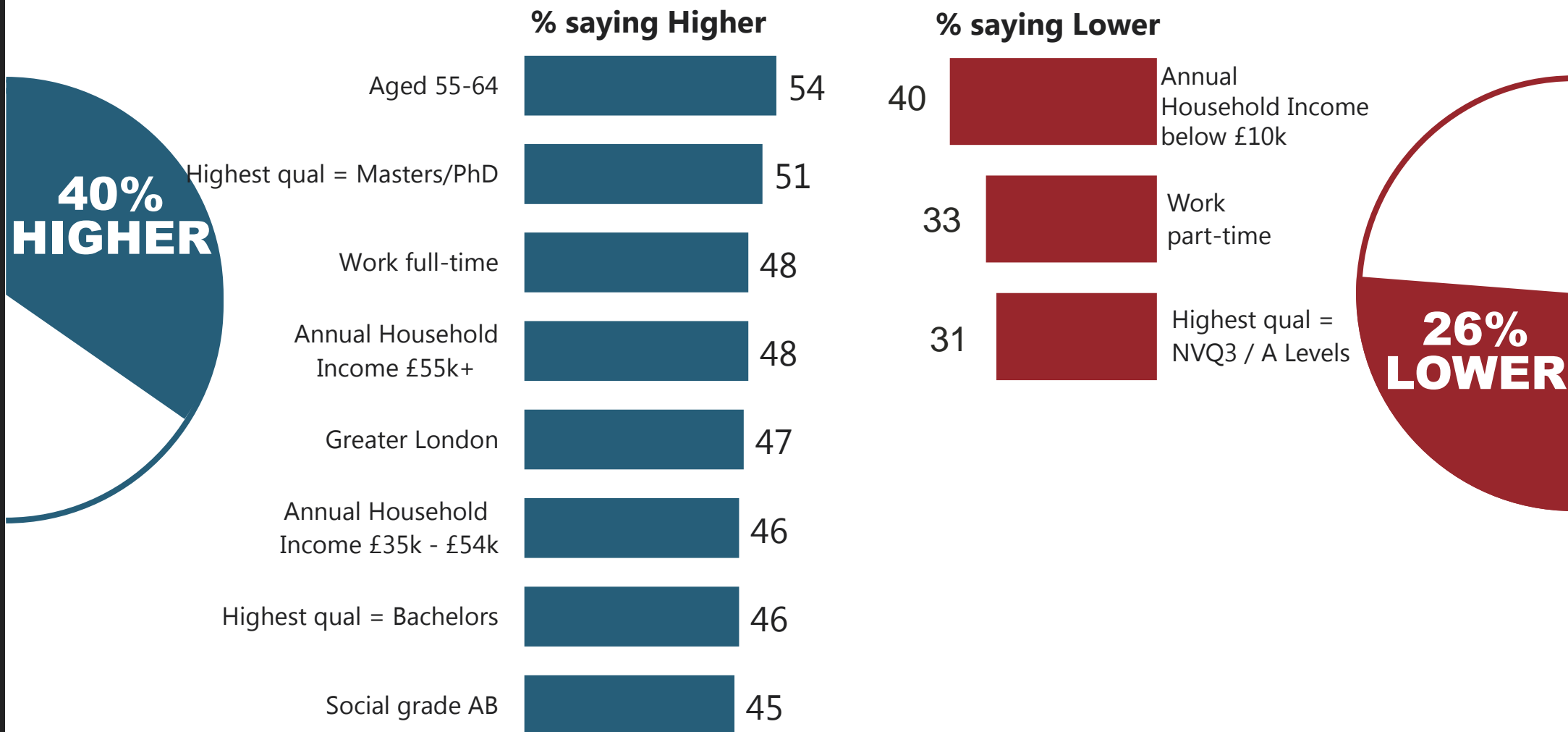
Rising pessimism on direction of travel

IF YOU COMPARE THIS JOB WITH THE JOB YOUR FATHER HAD WHEN YOU WERE 16, WOULD YOU SAY THAT THE LEVEL OR STATUS OF YOUR JOB IS (OR WAS)....



It is older people, Londoners, higher earners and the highly qualified who rate the status of their job most positively

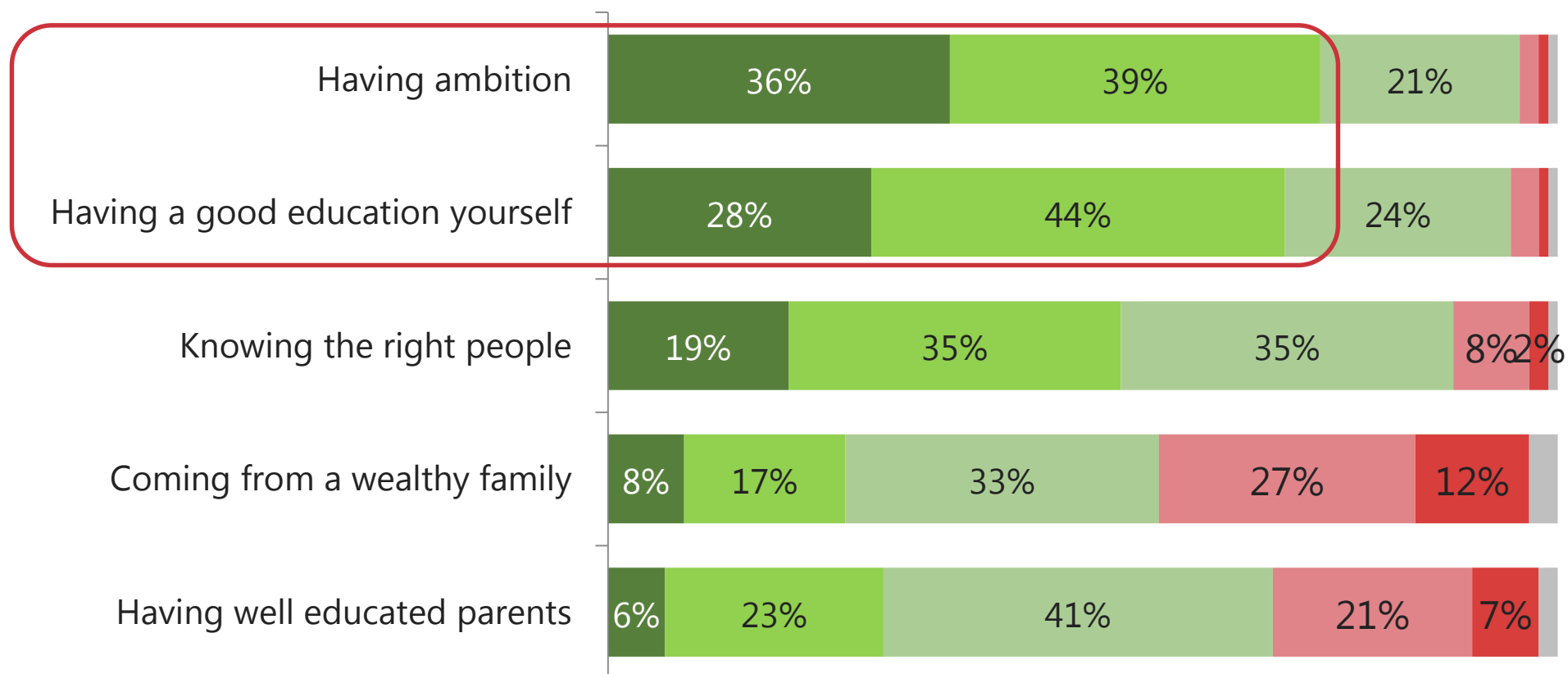
IF YOU COMPARE THIS JOB WITH THE JOB YOUR FATHER HAD WHEN YOU WERE 16, WOULD YOU SAY THAT THE LEVEL OR STATUS OF YOUR JOB IS (OR WAS)....



Personal ambition and a good education are most often thought essential for getting ahead in life. Social background less so....

PLEASE SELECT ONE OPTION FOR EACH OF THESE TO SHOW HOW IMPORTANT, IF AT ALL, YOU THINK IT IS FOR GETTING AHEAD IN LIFE. HOW IMPORTANT IS ...

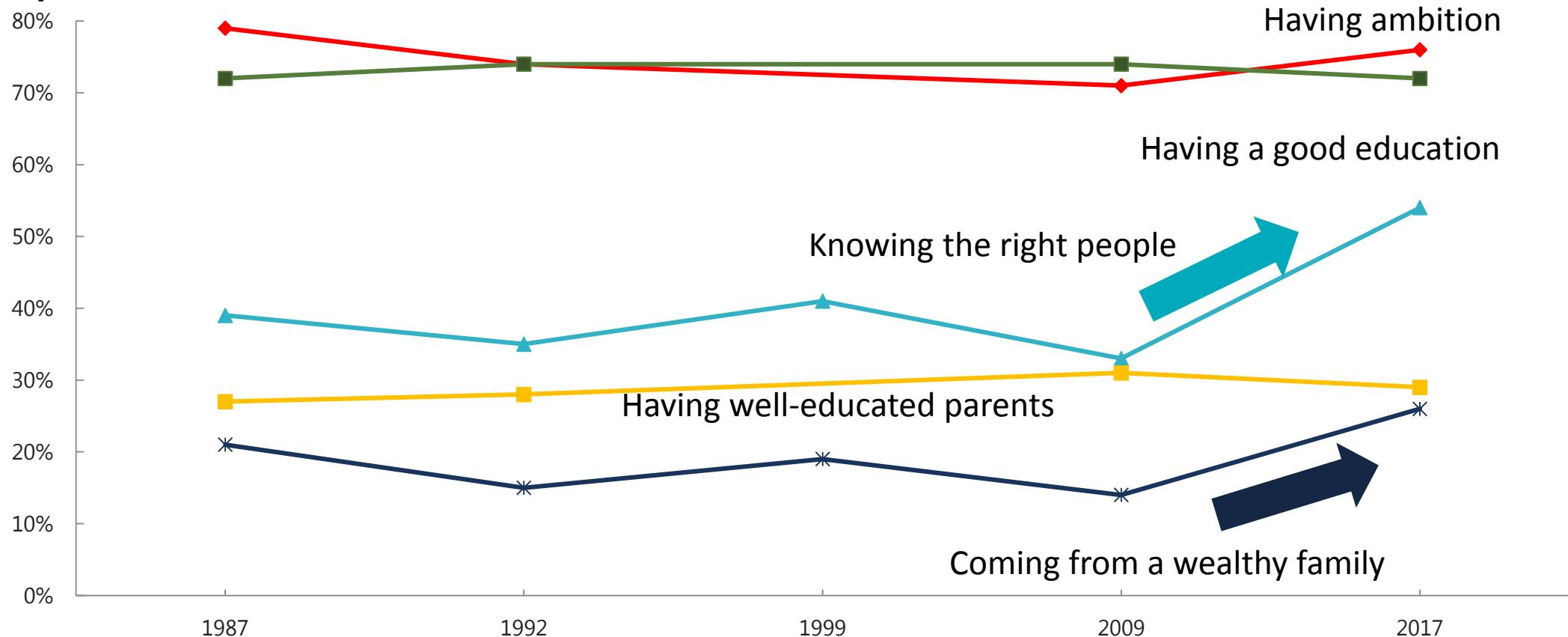
■ Essential ■ Very important ■ Fairly important
■ Not very important ■ Not important at all ■ Can't choose



...however, increasing numbers say that good social connections and a wealthy family are important for getting ahead

PLEASE SELECT ONE OPTION FOR EACH OF THESE TO SHOW HOW IMPORTANT, IF AT ALL, YOU THINK IT IS FOR GETTING AHEAD IN LIFE. HOW IMPORTANT IS ...

% Essential/very important



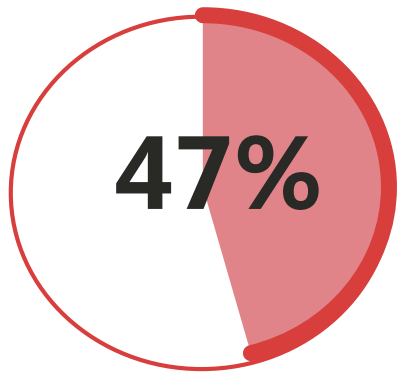
Ipsos MORI

Base: 2,001 adults in GB aged 16-64, interviewed online, 6 – 8 June 2017; British Social Attitudes Survey, adults in GB aged 18+, interviewed face-to-face: 2009 (958), 1999 (804), 1992 (1,066), 1987 (1,212).

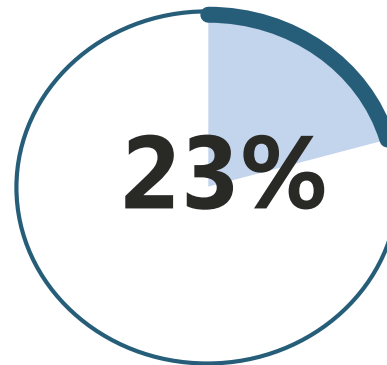
Source: Ipsos MORI

Good quality teaching in comprehensive schools is regarded as the key factor in helping the less advantaged to get ahead

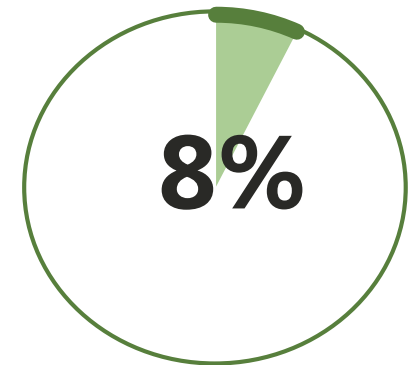
WHICH ONE, IF ANY, OF THE FOLLOWING WOULD MOST HELP THOSE FROM LESS ADVANTAGED BACKGROUNDS GET AHEAD IN LIFE?



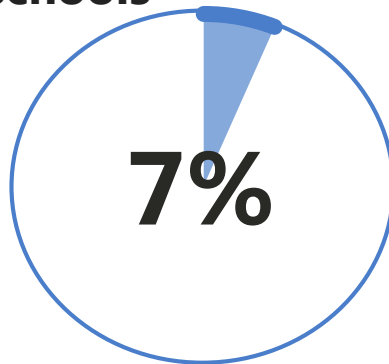
High quality teaching at comprehensive schools



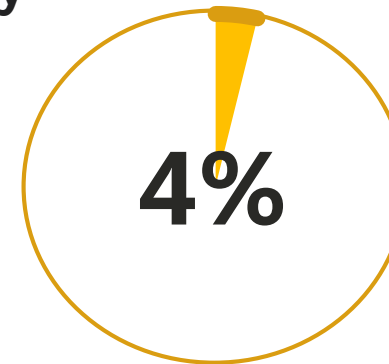
Lower tuition fees at university



Access to grammar schools



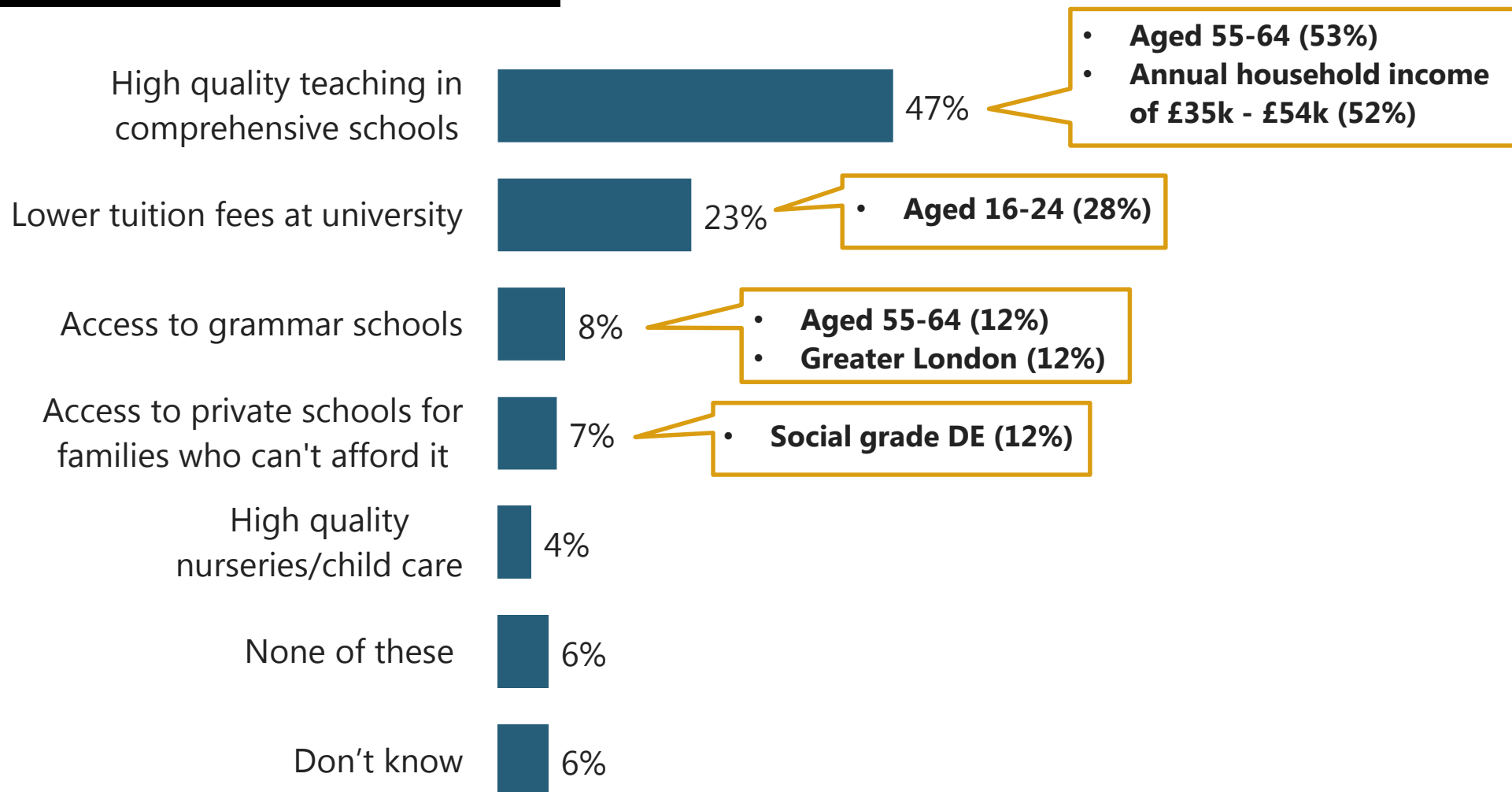
Access to private schools for families who can't afford it



High quality nurseries/child care

Better comprehensives seen as key – not grammar schools

WHICH ONE, IF ANY, OF THE FOLLOWING WOULD MOST HELP THOSE FROM LESS ADVANTAGED BACKGROUNDS GET AHEAD IN LIFE?



In summary...

- Rising concern about inequality and growing pessimism
- Social/family background (*'who you know'*) is increasingly regarded as a factor in how people can get ahead in life.
- Public investment in teaching in comprehensive schools seen as a priority – but education not public's top priority
- Are we approaching a tipping point in public attitudes?
- Over to you!

where

?

who

how

when

why

Thank you

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