



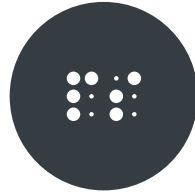
Adult learner polling

October 2020

Methodology



This survey was carried out by YouGov for the GLA between 12th – 15th October 2020, with a response of 1,052 London residents aged 18+.



The figures have been weighted to be representative of all London adults.



Respondents completed the surveys online from an email link.

Summary (1)

- 14% of Londoners are currently doing some adult learning, and 46% have done so in the past. Roughly a third of Londoners (34%) have not undertaken any adult learning.
- 23% say they are likely to take up some adult learning over the next 12 months and 24% say they may take up some, whereas 46% are unlikely to take up any adult learning.
- Among those currently learning, 65% are likely to take up some additional learning. Among those not currently learning, 16% are likely to take up some learning.
- Roughly a quarter of Londoners (23%) say they are more likely to take up some adult learning over the next 12 months because of COVID-19 – 10% are less likely to take up any learning.
- Cost, lack of interest, and work commitments are the main barriers to taking up adult learning.
- Lower cost, guarantee that it would help job prospects, more time to learn, and greater flexibility would most encourage Londoners to take up adult learning.

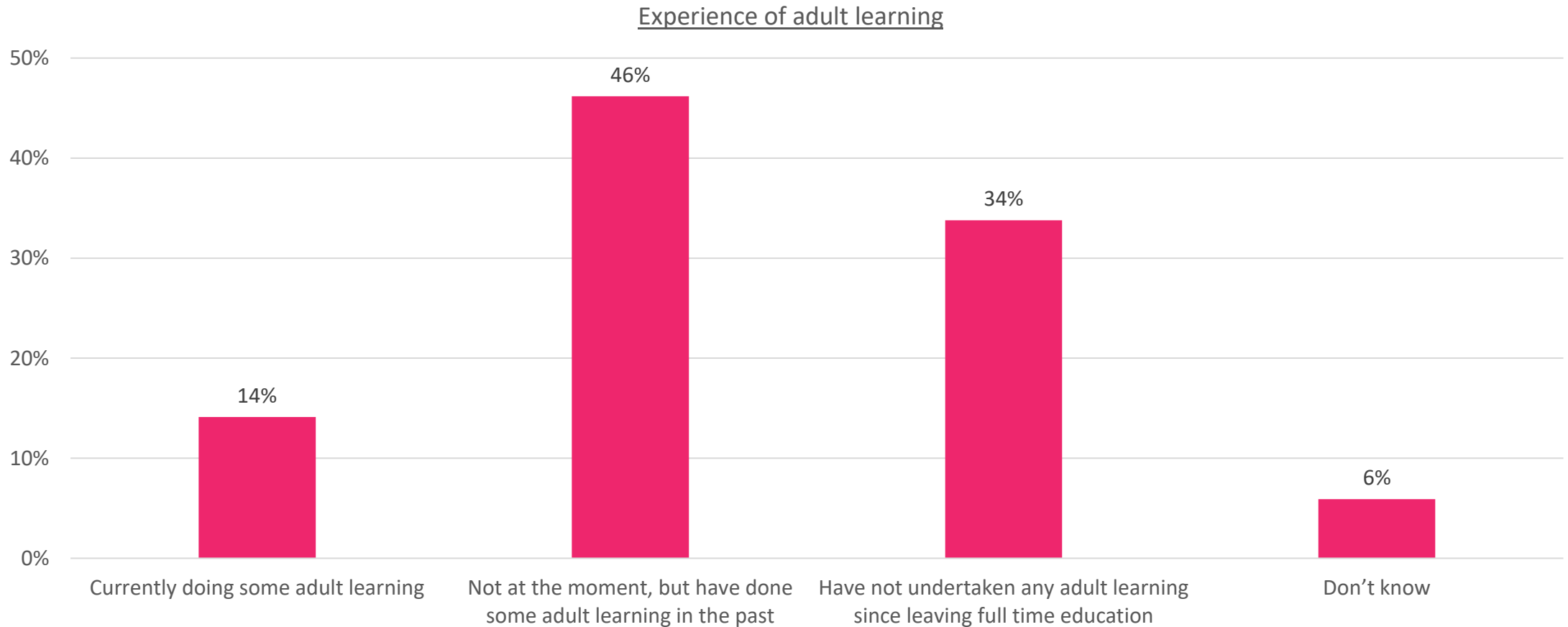
Summary (2)

- Among those currently doing some adult learning, 81% are doing this all or mostly online. For those most likely to do some adult learning, 57% want to learn all or mostly online, 22% want an even split, and 15% want to learn all or mostly in-person.
- Among current and past adult learners, 48% did so to help them in their current job or to get a new or different job, 29% did so for leisure or personal interest, and 17% did so because it was a requirements for their profession or from their employer.
- For those most likely to do some adult learning over the next 12 months, the main reasons for doing so are similar with 54% doing so to help them in their current job or to get a new or different job, and 32% doing so for leisure or personal interest. Only 5% would do so as a requirement.
- To get information or advice about adult learning opportunities, 61% of Londoners would do an online search and 26% would go directly to an education provider.



Current uptake of adult learning

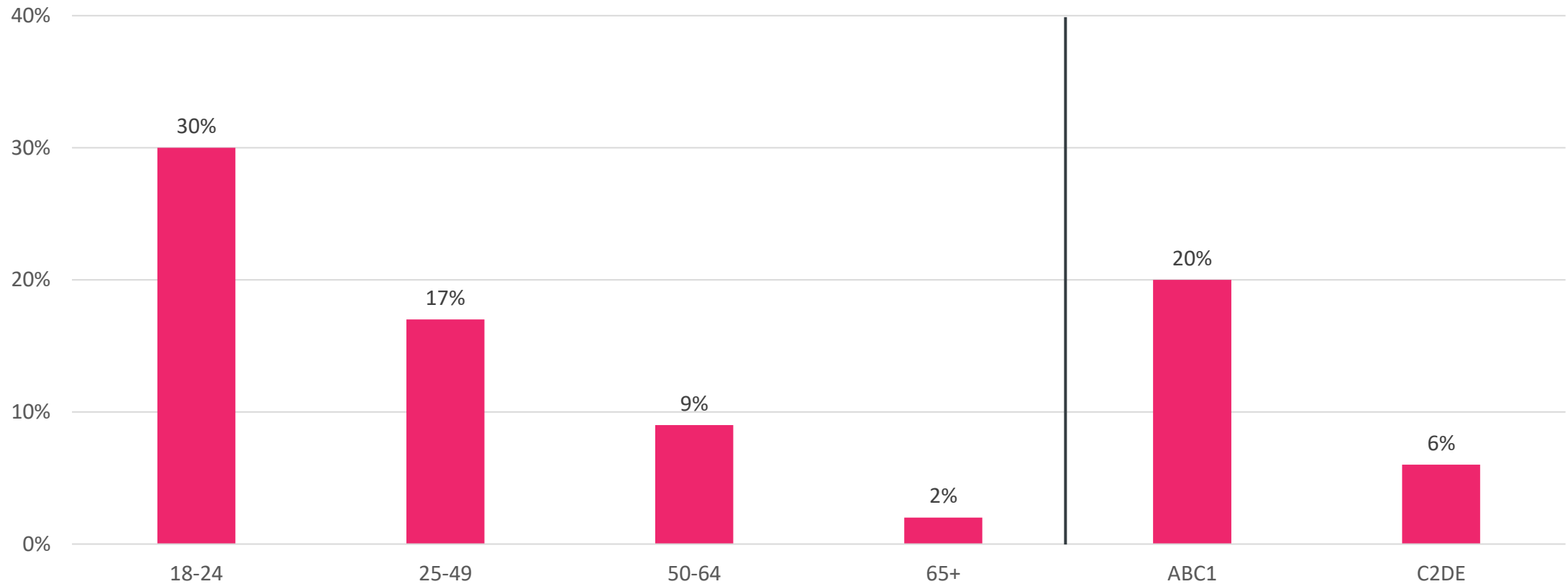
14% of Londoners are currently doing some adult learning, and 46% have done so in the past. Roughly a third of Londoners (34%) have not undertaken any adult learning.



Q: Which of the following statements best describes your experience of adult learning? By 'adult learning' we mean any formal or informal courses or qualifications you have undertaken since leaving continuous full-time education. This could range from university level qualifications, to an informal evening art class or an online data analysis course.

Younger and higher social grade (ABC1) Londoners are much more likely to be currently doing some type of adult learning. There is little difference by gender or ethnicity.

Current adult learners [by age and social grade]

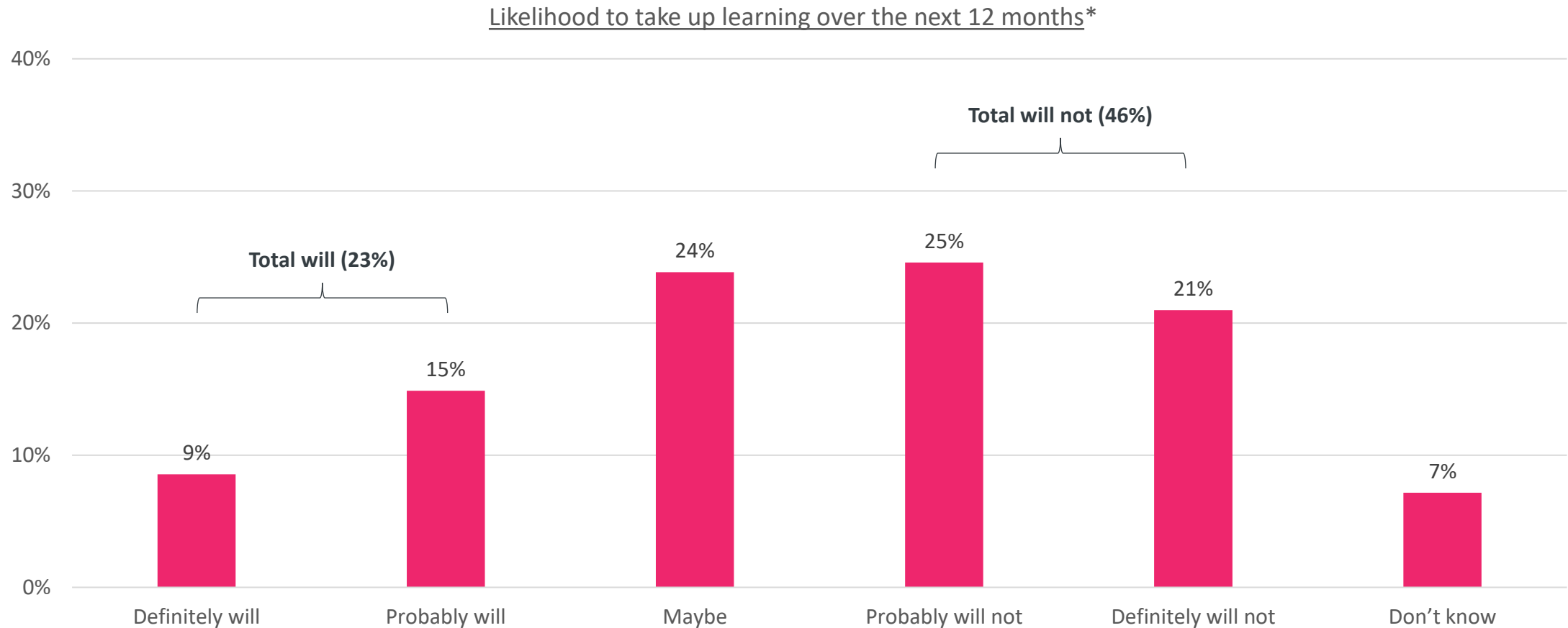


Q: Which of the following statements best describes your experience of adult learning? By 'adult learning' we mean any formal or informal courses or qualifications you have undertaken since leaving continuous full-time education. This could range from university level qualifications, to an informal evening art class or an online data analysis course.



Likelihood to take up adult learning

Roughly a quarter of Londoners (23%) are likely to take up some adult learning over the next 12 months – a further 24% may take up some learning, and 46% are unlikely to take up any learning.

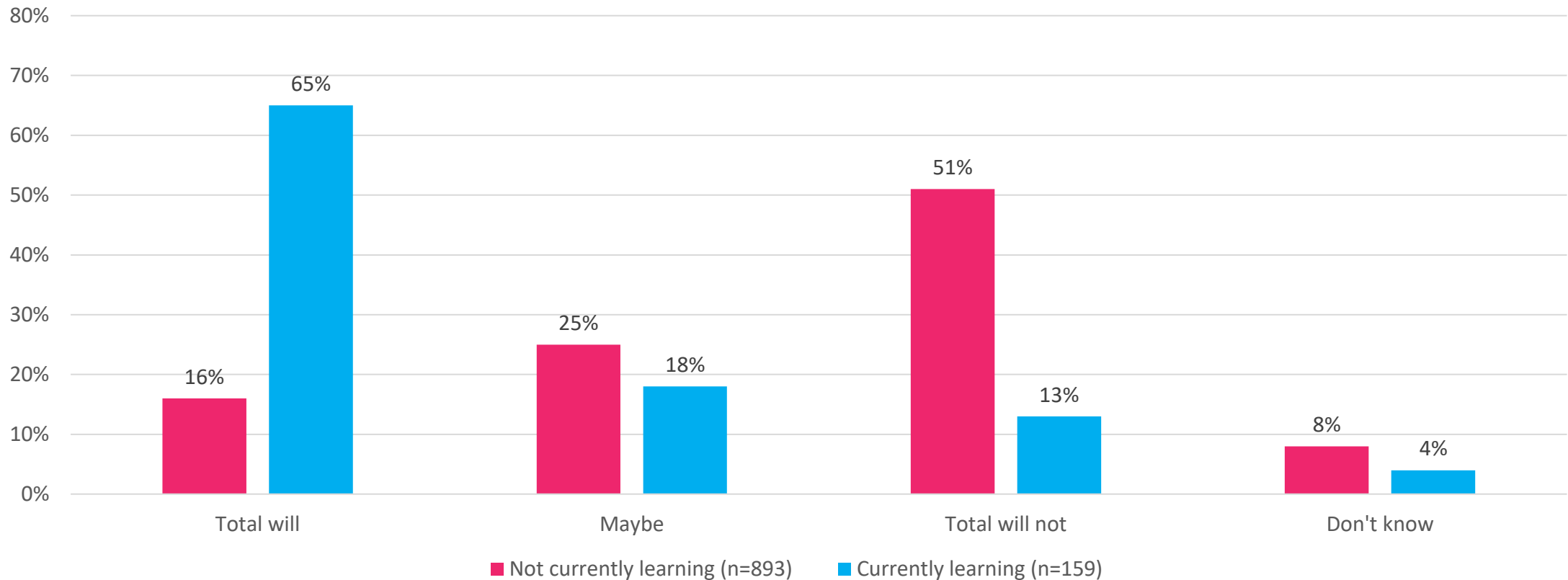


Q: How likely are you to take up [some type of adult learning/ some additional adult learning] over the next 12 months?

* This question was asked separately to those who are and are not currently learning. Responses have been combined to show all Londoners

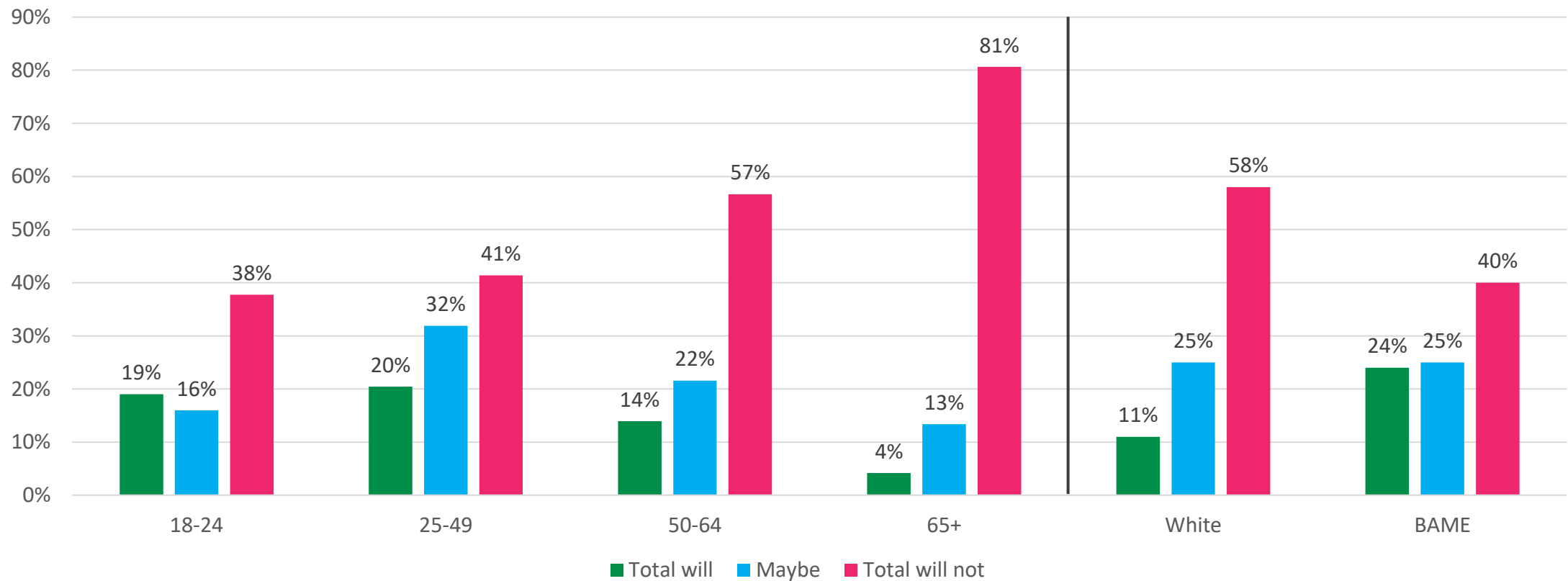
Current learners are much more likely to take up some (additional) learning over the next 12 months (65%) compared to those not currently learning starting some new learning (16%).

Likelihood to take up learning over the next 12 months [by learning experience]



Among those not currently learning, older and White Londoners are less likely to take up some type of learning over the next 12 months.

Likelihood to take up learning over the next 12 months [those not currently learning, by **age** and **ethnicity**]

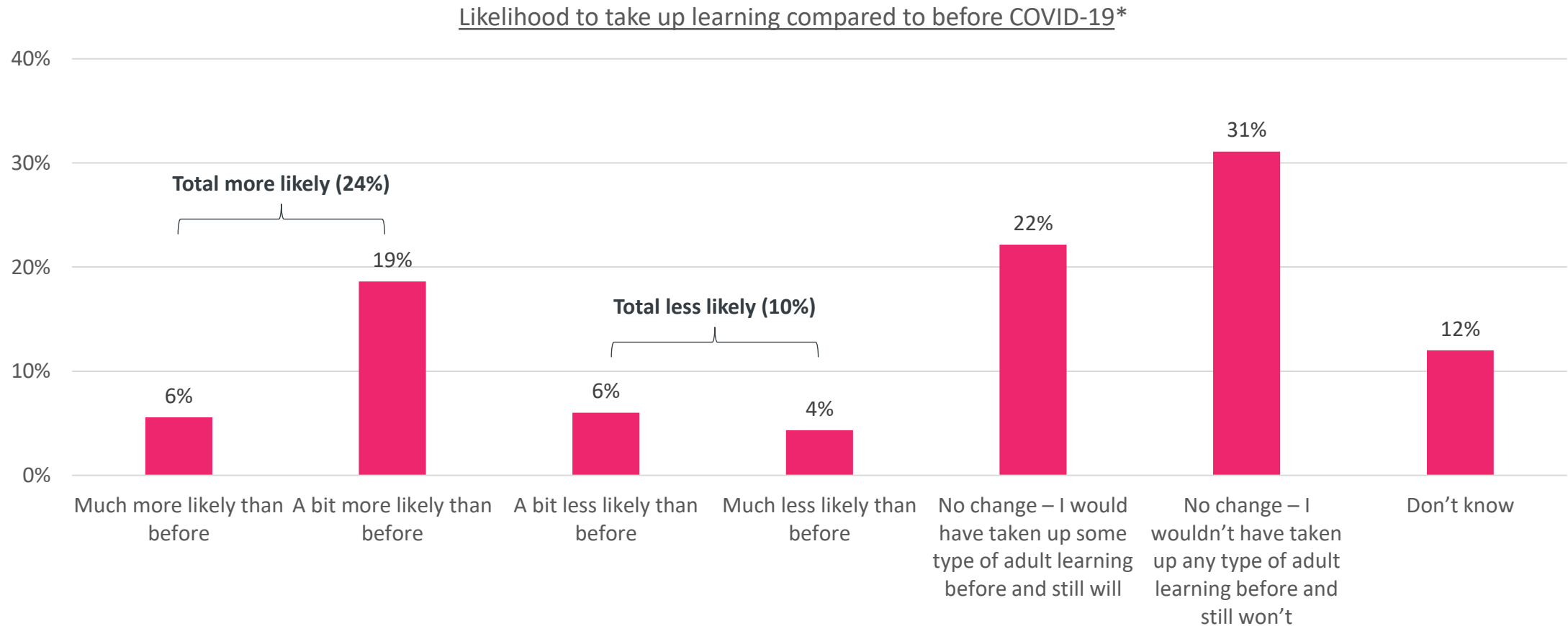


Q: How likely are you to take up [some type of adult learning/ some additional adult learning] over the next 12 months?



Likelihood to take up adult learning,
compared to before COVID-19

Roughly a quarter of Londoners (24%) say they are more likely to take up some adult learning over the next 12 months because of COVID-19 – 10% are less likely to take up any learning.



Q: Would you say you are more or less likely to take up [some type of adult learning/ some additional adult learning] over the next 12 months than you were before the coronavirus outbreak, or has there been no change? * This question was asked separately to those who are and are not currently learning. Responses have been combined to show all Londoners

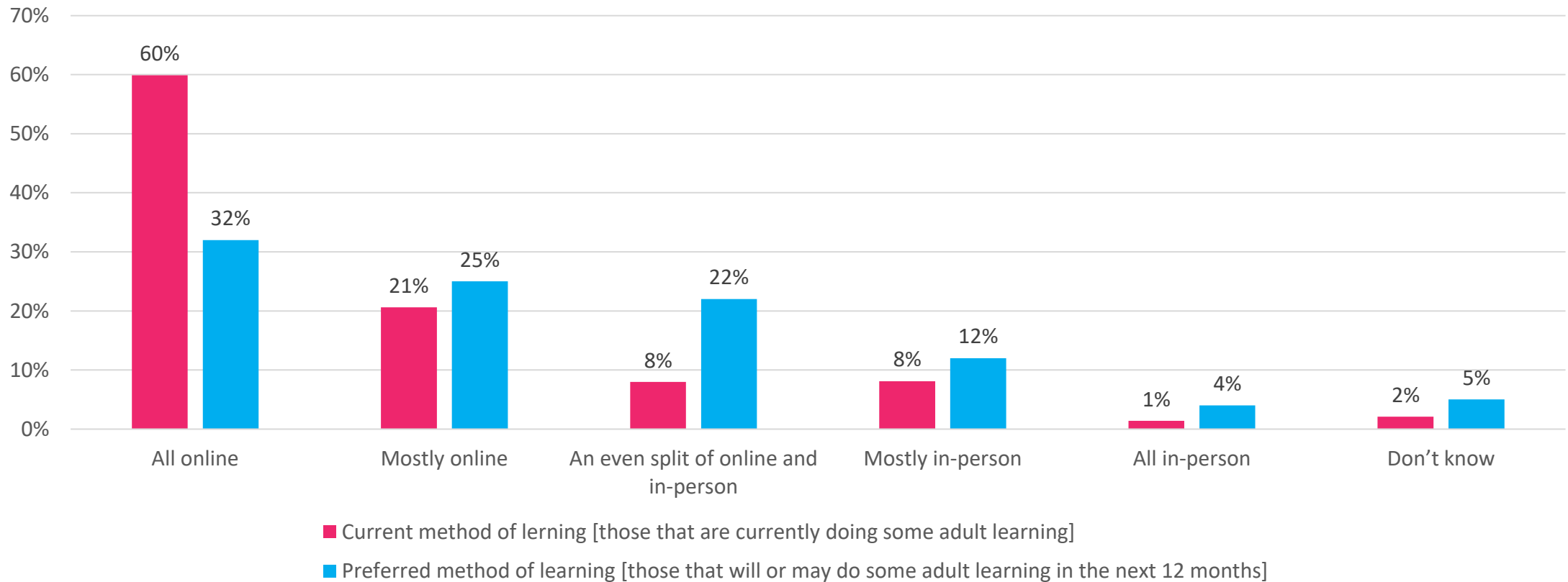


Method of learning

Among those currently doing some adult learning, 81% are doing this all or mostly online and 8% are doing an even split of online and in-person.

However, 57% of those who are likely to or may do some adult learning would prefer to do so all or mostly online, and 22% would prefer an even split of online and in-person.

Current vs preferred method of learning

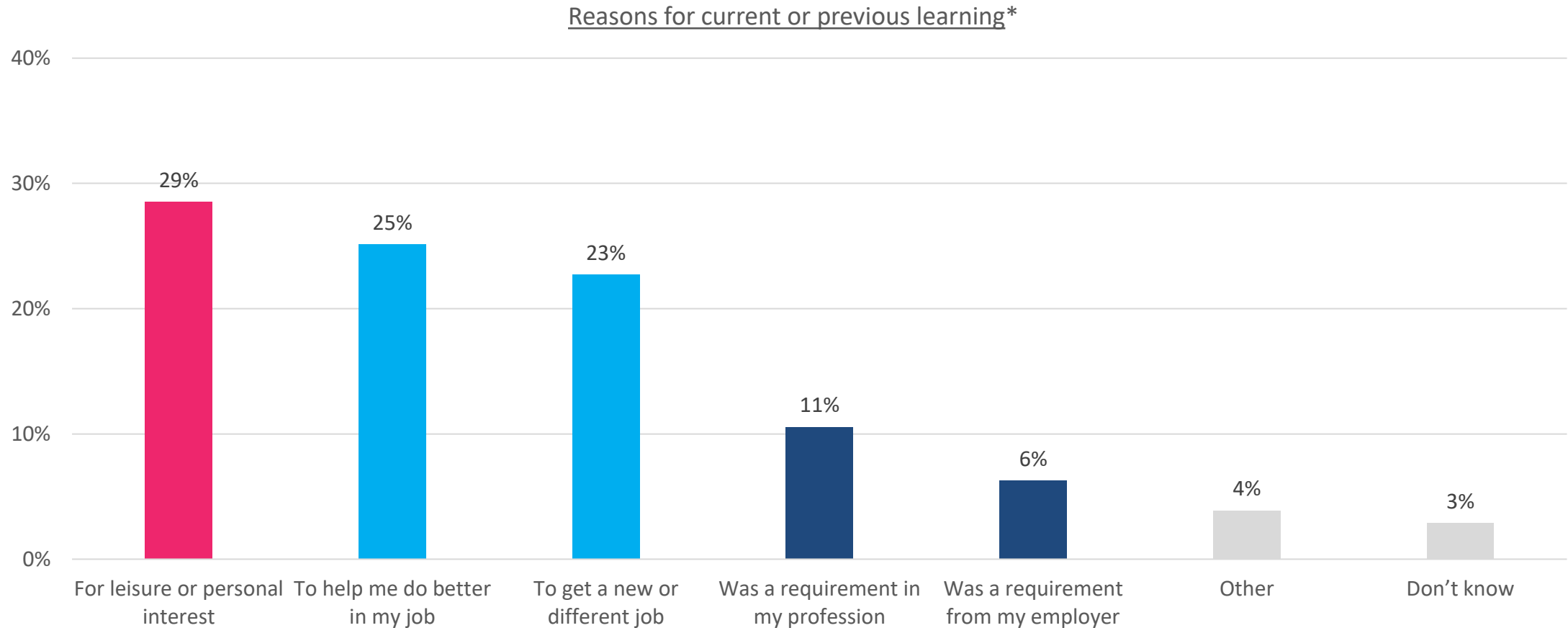


Q: Thinking about the adult learning you're currently doing, which of the following best describes the method of learning?
Q: If you were to take up some type of adult learning over the next few months, what would be your preferred method of learning?



Reasons for learning

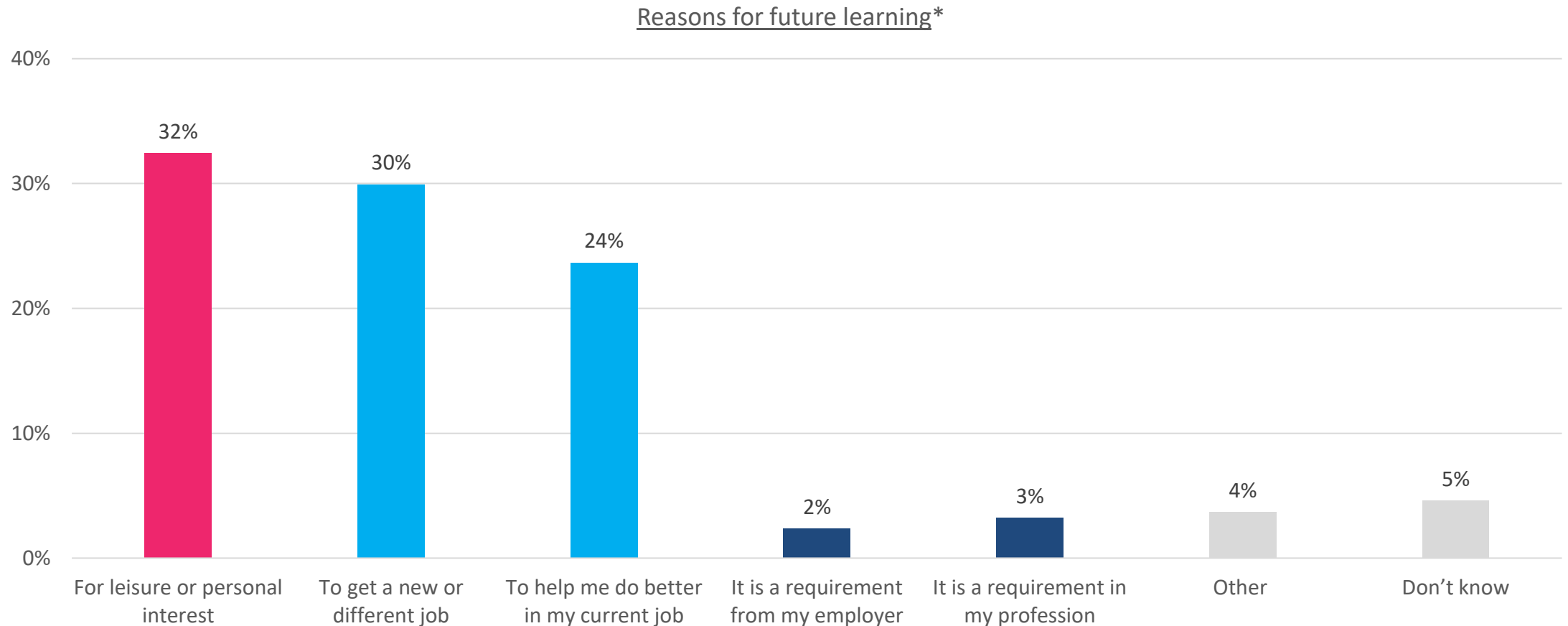
Among those who are currently or have previously taken up adult learning, 48% did so to help them in their current job or to get a new or different job, 29% did so for leisure or personal interest, and 17% did so because it was a requirements for their profession or from their employer.



Q: And what was the main reason you took up some type of adult learning?

* [Asked to those either doing some adult learning currently or have done in the past; n=661]

For those who are likely to or may do some adult learning over the next 12 months, the main reasons for doing so are similar with 54% doing so to help them in their current job or to get a new or different job, and 32% doing so for leisure or personal interest – only 5% would do so as a requirement.



Q: If you were to take up some type of adult learning over the next 12 months, what would be your main reason for doing so?

* [Asked to those that said they definitely will, probably will or may do some adult learning in the next 12 months; n=375]

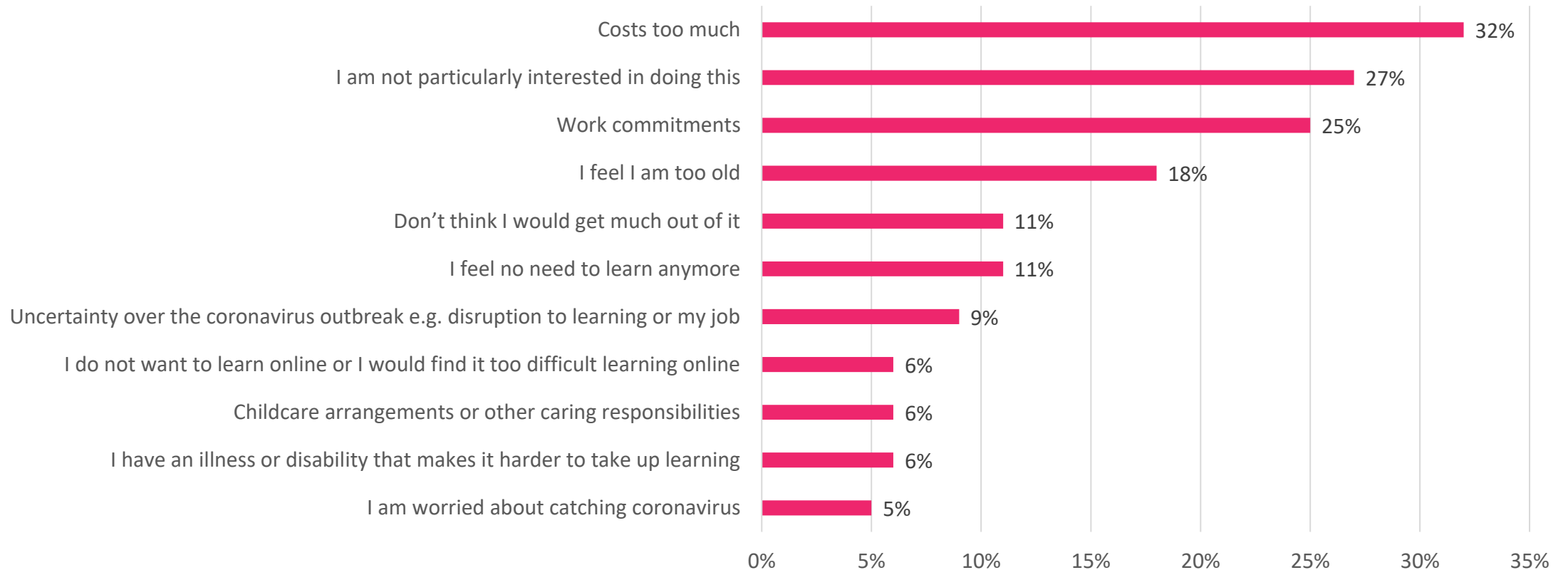


Barriers and support for adult learning

Cost, lack of interest, and work commitments are the main barriers to taking up adult learning. A minority of Londoners (18%) also feel they are too old to take up adult learning.

Concerns about catching COVID-19 (5%) and uncertainty over the outbreak (9%) are minor barriers.

Reasons for not taking up adult learning*

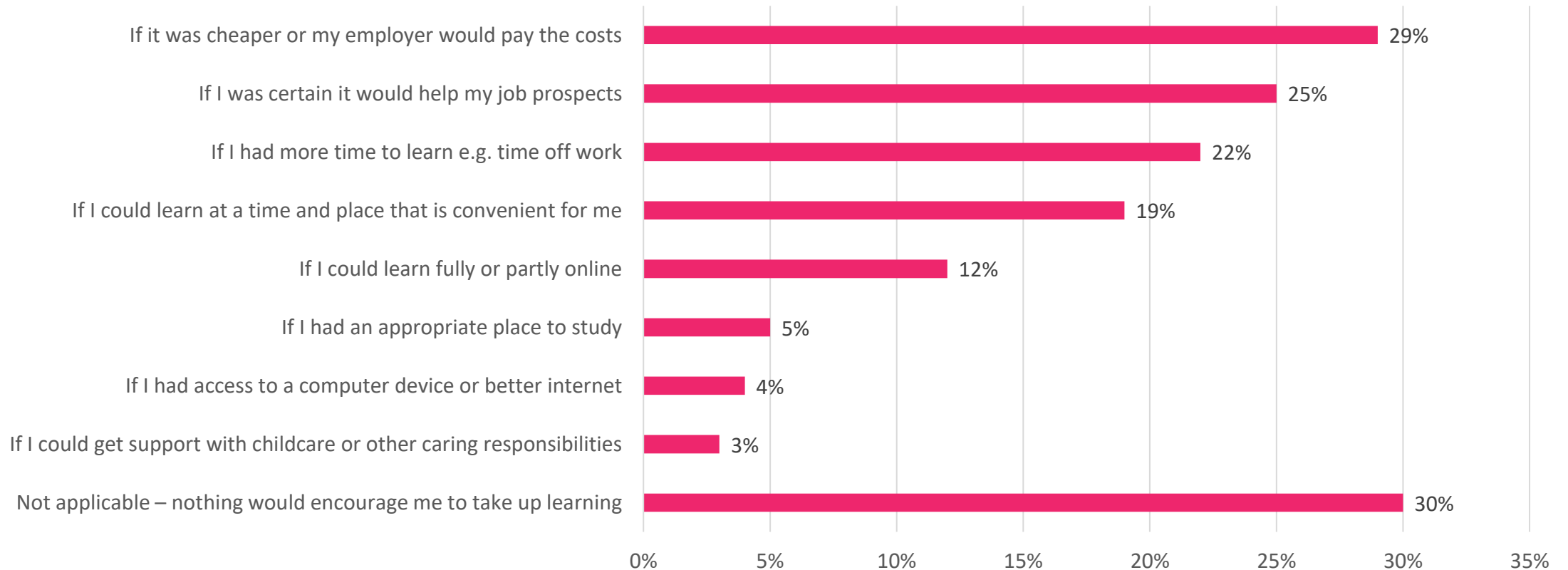


Q: What, if anything, would you say are the main reasons preventing you from taking up some type of adult learning over the next 12 months? Please select up to 3.

* [Asked to those that said they maybe, probably will not or definitely will not do some adult learning in the next 12 months; n=686]

Cost, guarantee that it would help job prospects, more time to learn, and flexibility would most encourage Londoners to take up adult learning.

Support to take up adult learning*

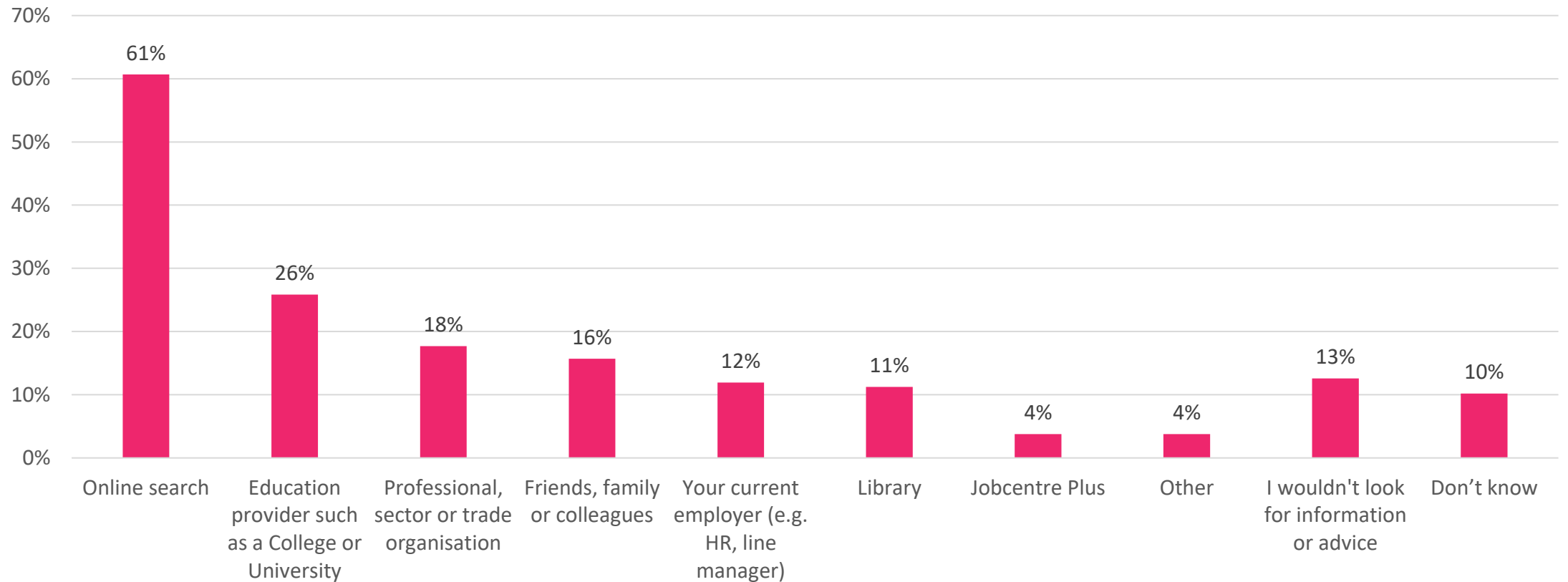


Q: What, if anything, would encourage you to take up some type of adult learning over the next 12 months? Please select up to 3.

* [Asked to those that said they maybe, probably will not or definitely will not do some adult learning in the next 12 months; n=686]

To get information or advice about adult learning opportunities, 61% of Londoners would do an online search and 26% would go directly to an education provider.

Sources of information or advice about adult learning opportunities



Q: Where would you go for information or advice about adult learning opportunities? Select all that apply.



Adult learner polling

October 2020

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