



Adult learner polling

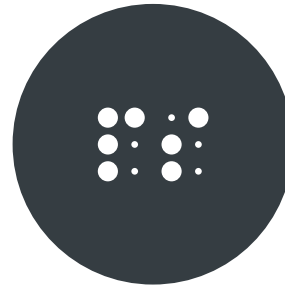
Londoners aged 50 and over

October 2020

Methodology



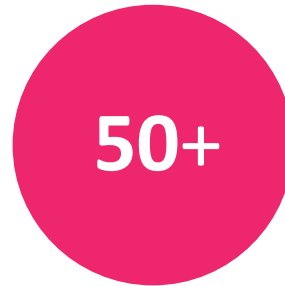
This survey was carried out by YouGov for the GLA between 12th – 15th October 2020, with a response of 1,052 London residents aged 18+.



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

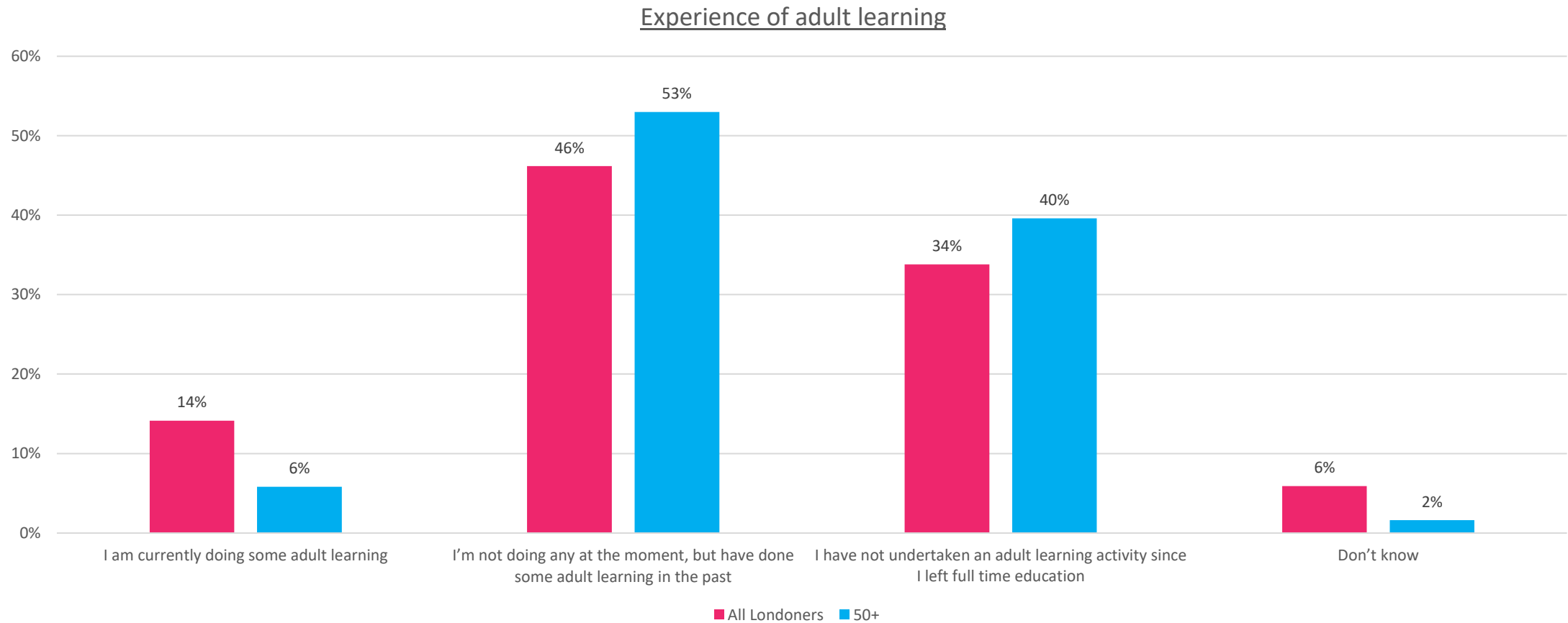


Respondents completed the surveys online from an email link.



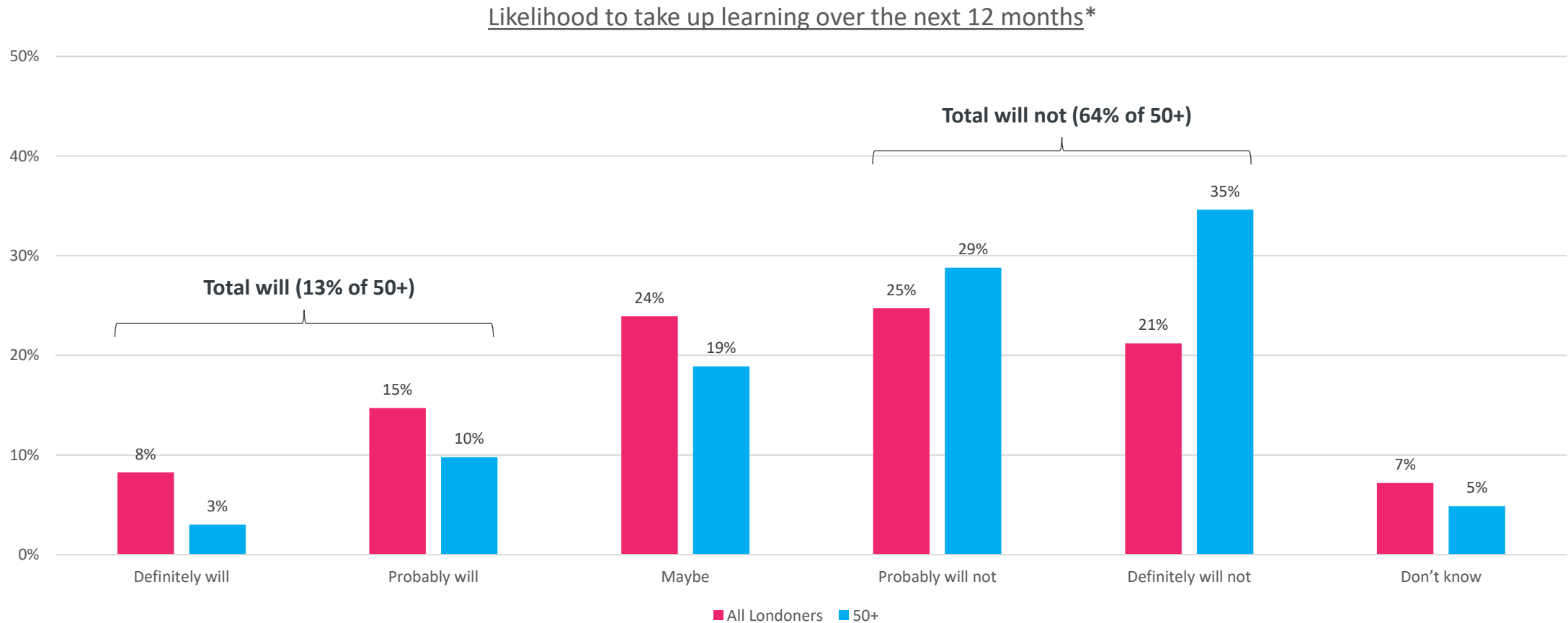
This report focusses on Londoners aged 50 and over (n=380)

6% of older Londoners are currently doing some adult learning, compared to 14% of all Londoners.



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.

13% of older Londoners are likely to take up some adult learning over the next 12 months, and 19% may take up some learning – almost two thirds (64%) are unlikely to take up any learning.

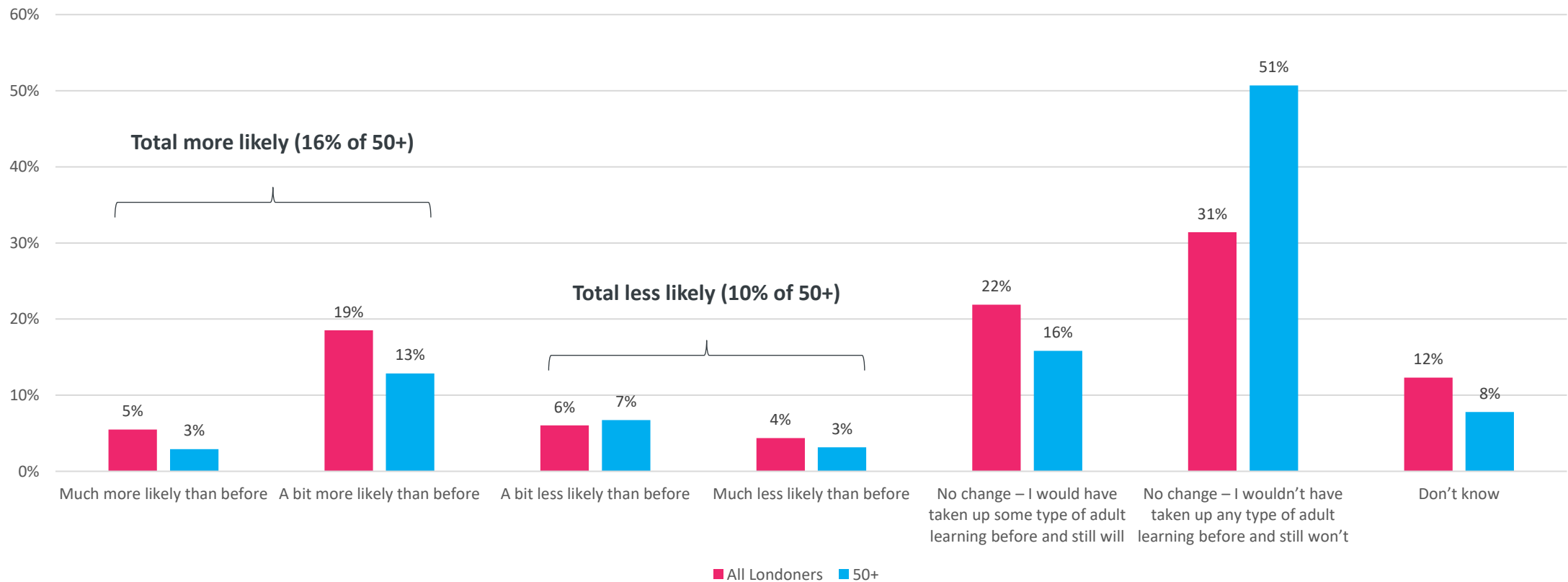


Q: How likely are you to take up [some type of adult learning/ some additional adult learning] over the next 12 months?

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

16% of older Londoners 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.

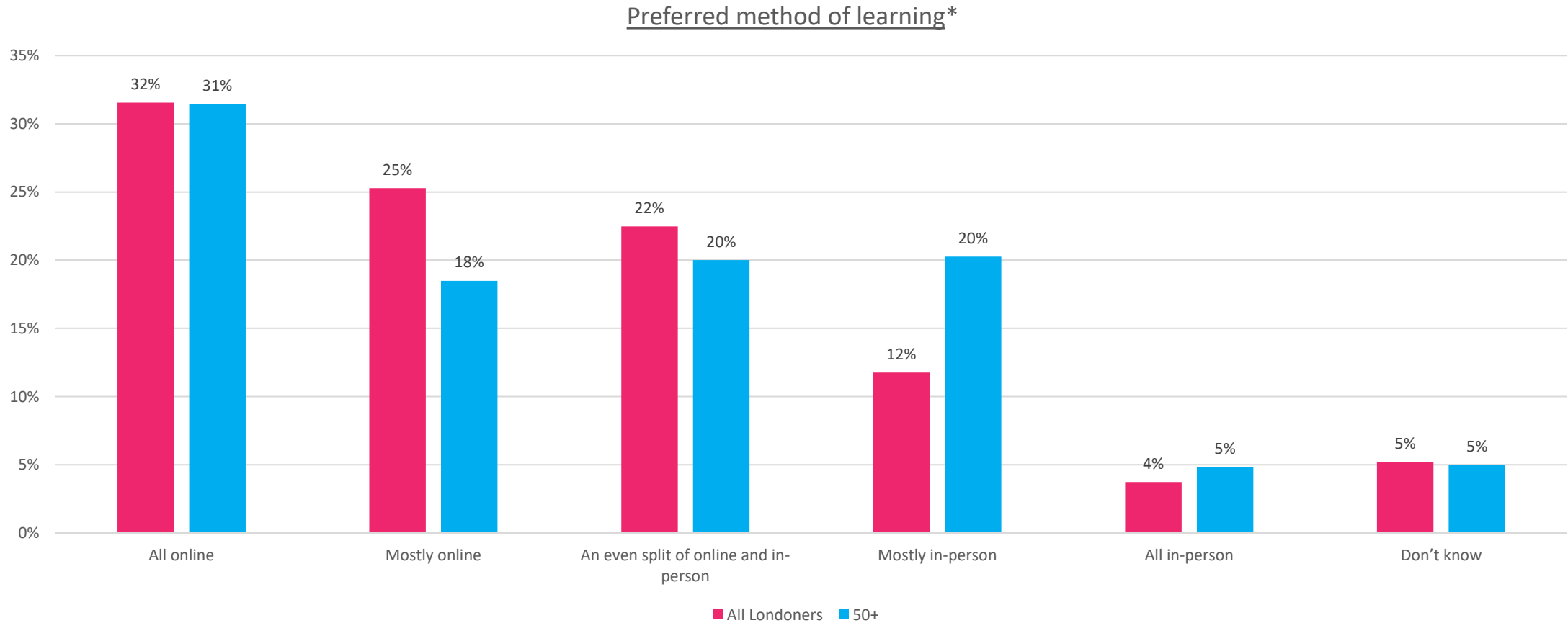
Likelihood to take up learning compared to before COVID-19*



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

There is slightly more preference among older Londoners for in-person learning, with 25% of older Londoners preferring to learning mostly or all in-person compared to 16% of all Londoners.

However, roughly half (49%) of older Londoners would still prefer to learn all or mostly online.

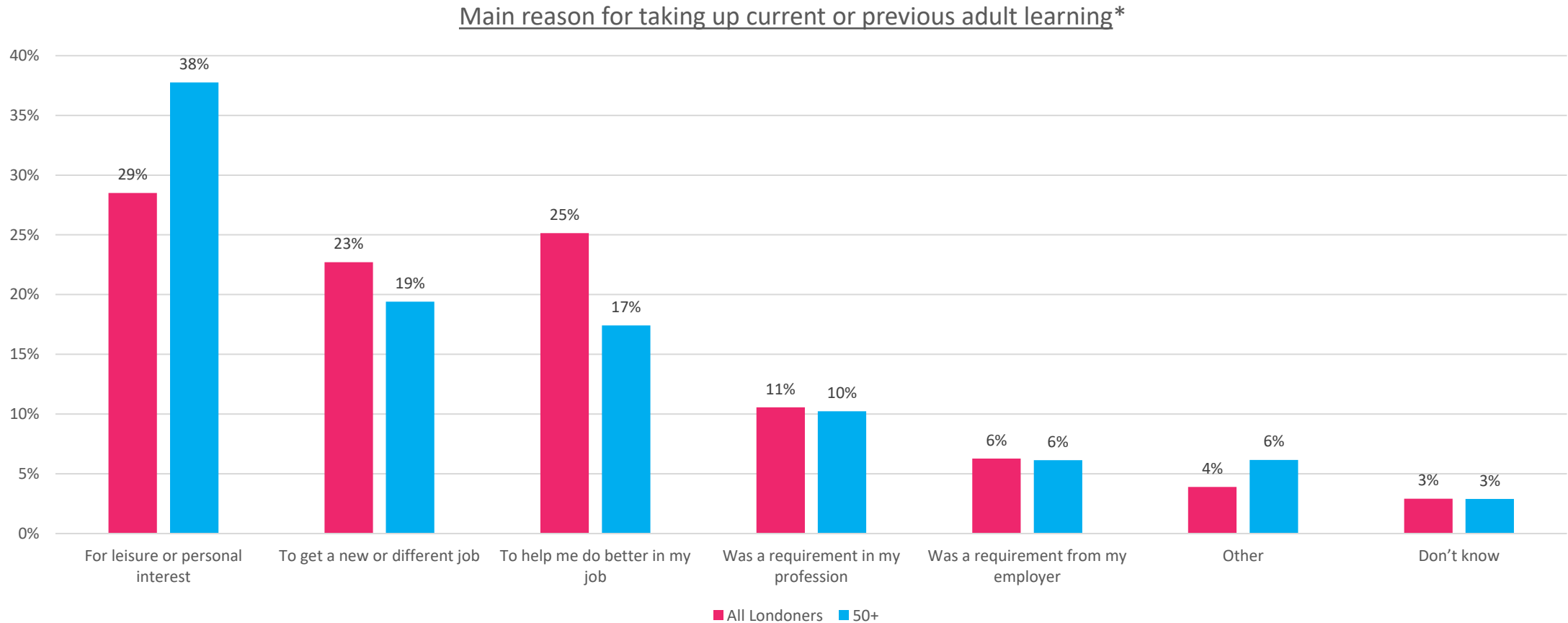


Q: If you were to take up some type of adult learning over the next few months, what would be your preferred method of learning

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

Among those older Londoners who are currently or have previously taken up adult learning, 38% did so for leisure or personal interest – compared to 29% of all Londoners.

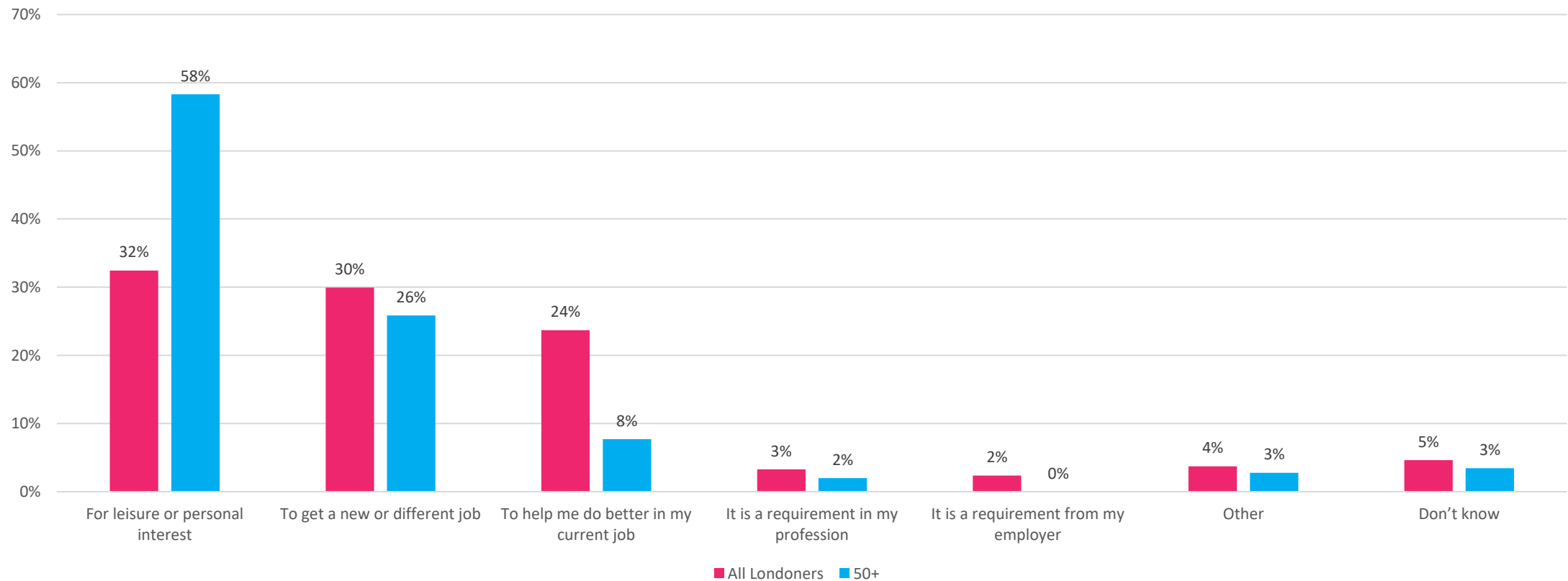
36% of older Londoners did so to help them in their current job or to get a new or different job.



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]

Among those older Londoners who are likely to or may do some adult learning over the next 12 months, 58% would do so for leisure or personal interest – much higher than all Londoners.

Main reason for taking up adult learning*

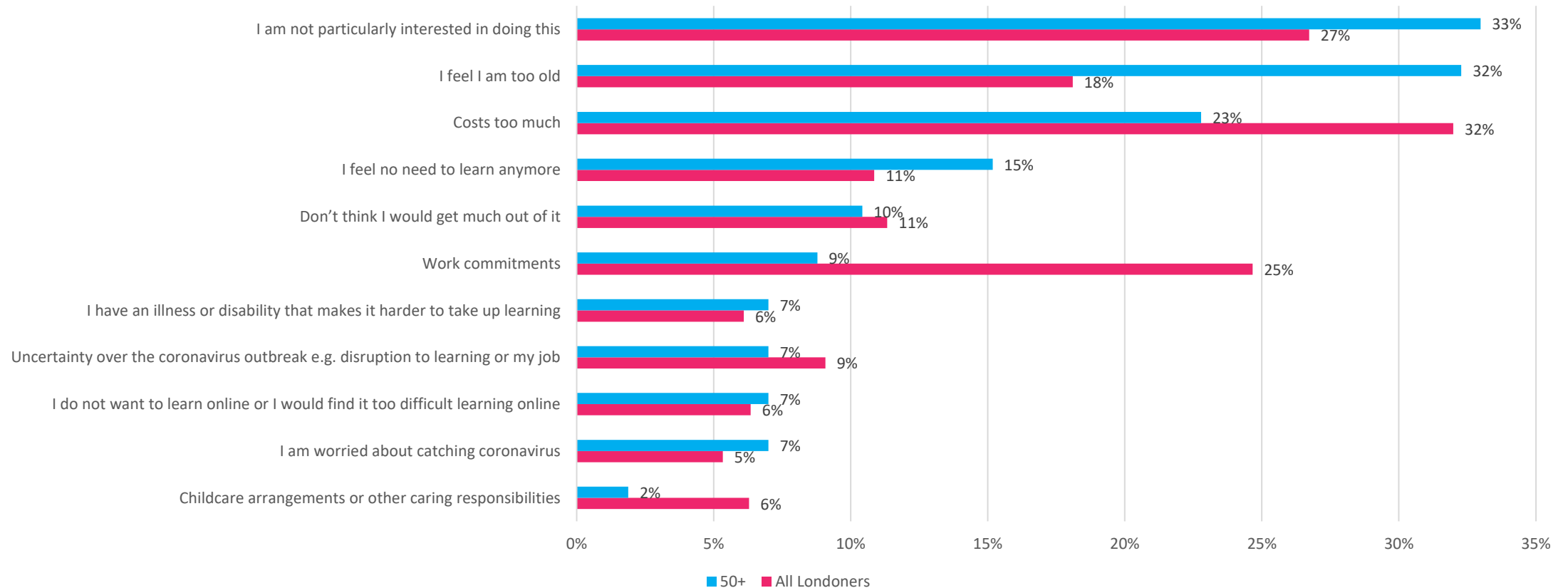


Q: If you were to take up some type of adult learning over the next 12 months, what would be your main reason for doing so?

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

Lack of interest, age, and cost are the main barriers to taking up adult learning among older Londoners. Concerns about catching COVID-19 (7%), uncertainty over the outbreak (7%), and the online format (7%) are minor barriers.

Main reasons for not taking up adult learning*

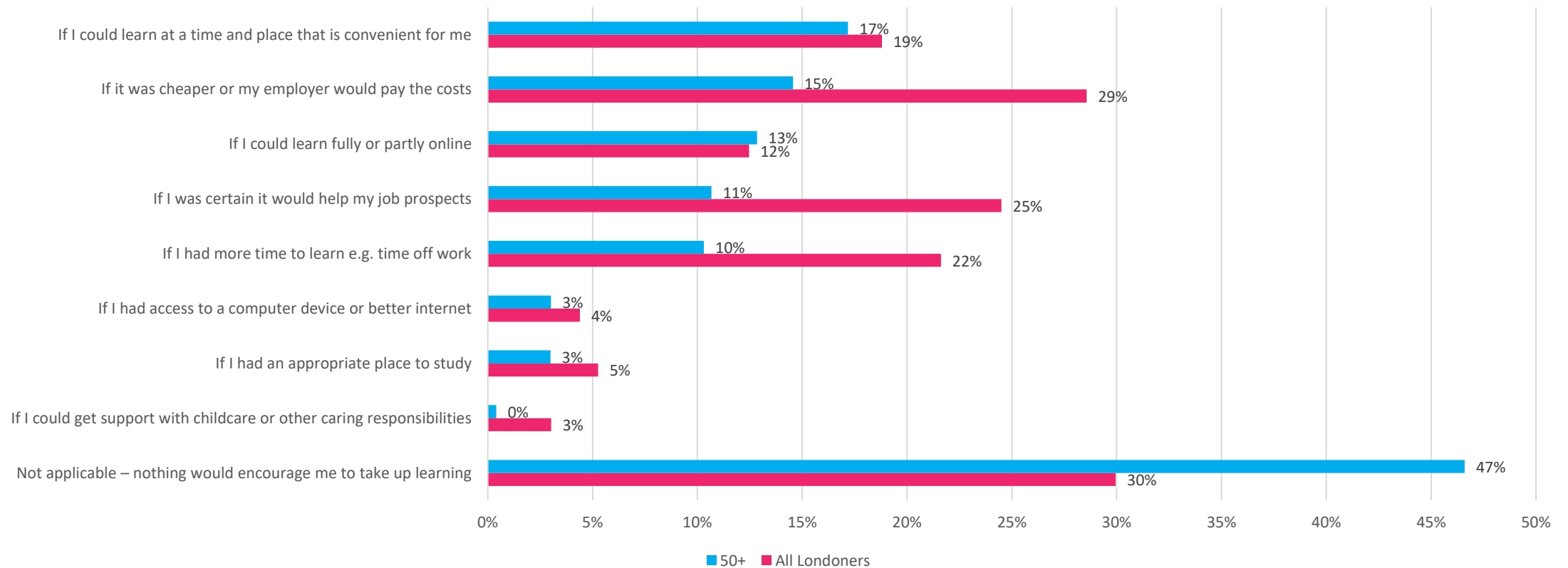


Q: What, if anything, would you say are the main reasons preventing you from taking up some type of adult learning over the next 12 months? Please select up to 3.

* [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]

Flexibility, cost, and being able to learn online would most encourage older Londoners to take up adult learning. However, roughly half (47%) of older Londoners would not be encouraged regardless.

What would encourage you to do adult learning*

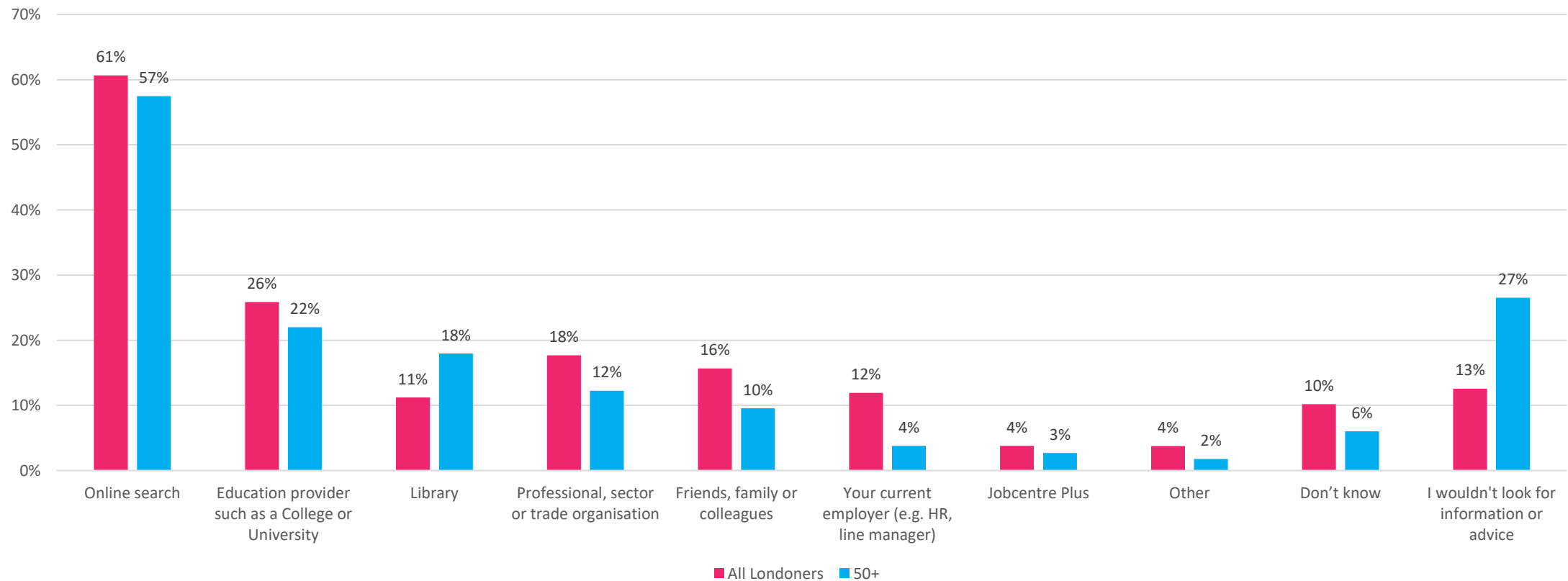


Q: What, if anything, would encourage you to take up some type of adult learning over the next 12 months? Please select up to 3.

* [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]

57% of older Londoners would get information or advice about adult learning opportunities through an online search, 22% would go directly to an education provider, and 18% would use a library.

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.



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