

YouGov / DWP

Attitudes of Employers to Fuller Working Lives

Fieldwork : 16th - 20th February 2015

Sample Size: 689 B2B decision makers

Total	Gender		Age					Organisation size		
Base	Male	Female	18-24	25-34	35-44	45-54	55+	Small	Medium	Large

To what extent, if at all, do you agree or disagree with the following statement? - The specific skills of workers aged 50 or over are not suitable for my business

	689	523	166	1	65	151	220	252	379	107	203
Unweighted base	689	523	166	1	65	151	220	252	379	107	203
Base: B2B decision makers	689	543	146	*	74	173	229	213	252	100	337
Strongly agree	2%	3%	1%	100%	6%	2%	2%	2%	3%	3%	2%
Tend to agree	9%	8%	9%	-	25%	9%	6%	5%	9%	12%	7%
Tend to disagree	39%	40%	39%	-	49%	49%	34%	33%	40%	52%	35%
Strongly disagree	48%	47%	49%	-	15%	39%	54%	59%	45%	31%	54%
Don't know	2%	2%	2%	-	6%	1%	4%	0%	3%	2%	2%
Agree	11%	11%	10%	100%	30%	11%	7%	7%	12%	15%	9%
Disagree	87%	87%	87%	0%	64%	88%	89%	92%	85%	83%	90%

Training for workers aged 50 or over offers a good return on investment

	689	523	166	1	65	151	220	252	379	107	203
Unweighted base	689	523	166	1	65	151	220	252	379	107	203
Base: B2B decision makers	689	543	146	*	74	173	229	213	252	100	337
Strongly agree	20%	21%	17%	-	14%	14%	25%	23%	19%	20%	21%
Tend to agree	50%	50%	53%	-	38%	62%	47%	50%	49%	45%	53%
Tend to disagree	19%	19%	17%	-	42%	19%	14%	17%	20%	22%	18%
Strongly disagree	2%	2%	3%	-	2%	1%	1%	5%	2%	2%	3%
Don't know	8%	7%	9%	100%	4%	5%	13%	5%	10%	12%	5%
Agree	71%	71%	70%	0%	52%	75%	72%	73%	68%	64%	75%
Disagree	21%	22%	21%	0%	44%	20%	15%	22%	22%	24%	21%

Workers aged 50 or over in my organisation are often not willing to undertake training to learn new skills/ tasks

	638	491	147	-	57	122	210	249	331	106	201
Unweighted base	638	491	147	-	57	122	210	249	331	106	201
Base: B2B decision makers who have workers aged 50+ in their business	661	525	136	-	70	157	223	211	228	99	334
Strongly agree	5%	5%	5%	-	14%	4%	5%	3%	5%	5%	6%
Tend to agree	23%	22%	27%	-	41%	22%	24%	17%	16%	27%	27%
Tend to disagree	40%	42%	36%	-	23%	50%	40%	39%	38%	49%	40%
Strongly disagree	25%	25%	29%	-	11%	16%	25%	38%	35%	15%	22%
Don't know	6%	6%	3%	-	11%	7%	6%	3%	6%	4%	6%
Agree	28%	27%	32%	0%	56%	26%	29%	20%	21%	32%	32%
Disagree	66%	66%	65%	0%	34%	67%	65%	77%	73%	64%	62%

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Attitudes of Employers to Fuller Work

Fieldwork : 16th - 20th February 2015

Sample Size: 689 B2B decision makers

Work industry (short list)												
Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

To what extent, if at all, do you agree or disagree with the following statement? - The specific skills of workers aged 50 or over are not suitable for my business

Unweighted base	100	53	64	84	35	44	94	47	15	12	15	10	116
Base: B2B decision makers	108	47	56	111	29	46	85	40	20	9	20	9	109
Strongly agree	2%	6%	2%	1%	3%	2%	6%	2%	-	-	-	-	1%
Tend to agree	11%	8%	9%	8%	16%	2%	10%	13%	-	14%	2%	-	7%
Tend to disagree	34%	42%	51%	37%	59%	38%	38%	45%	30%	16%	24%	48%	40%
Strongly disagree	52%	40%	35%	51%	18%	58%	45%	38%	61%	70%	65%	52%	51%
Don't know	2%	4%	4%	3%	3%	-	1%	2%	9%	-	9%	-	1%
Agree	13%	14%	11%	9%	20%	4%	16%	15%	0%	14%	2%	0%	8%
Disagree	85%	82%	86%	88%	77%	96%	83%	83%	91%	86%	89%	100%	91%

Training for workers aged 50 or over offers a good return on investment

Unweighted base	100	53	64	84	35	44	94	47	15	12	15	10	116
Base: B2B decision makers	108	47	56	111	29	46	85	40	20	9	20	9	109
Strongly agree	19%	23%	13%	21%	17%	19%	17%	29%	22%	29%	37%	19%	22%
Tend to agree	46%	51%	52%	51%	54%	59%	45%	48%	52%	35%	43%	64%	55%
Tend to disagree	21%	18%	24%	21%	26%	11%	25%	12%	27%	27%	15%	4%	12%
Strongly disagree	5%	2%	1%	-	-	5%	5%	2%	-	-	-	-	3%
Don't know	9%	7%	10%	7%	3%	7%	8%	9%	-	9%	5%	13%	9%
Agree	65%	73%	65%	72%	71%	77%	62%	77%	73%	64%	80%	83%	76%
Disagree	26%	19%	25%	21%	26%	15%	30%	14%	27%	27%	15%	4%	15%

Workers aged 50 or over in my organisation are often not willing to undertake training to learn new skills/ tasks

Unweighted base	99	51	56	78	33	41	81	42	15	11	14	10	107
Base: B2B decision makers who have workers aged 50+ in their business	107	46	52	107	28	44	78	38	20	8	19	9	104
Strongly agree	5%	8%	7%	6%	-	3%	2%	5%	2%	10%	9%	-	8%
Tend to agree	29%	20%	23%	20%	47%	18%	23%	27%	30%	-	33%	32%	14%
Tend to disagree	41%	50%	36%	43%	37%	42%	42%	38%	25%	65%	18%	36%	41%
Strongly disagree	23%	20%	26%	25%	11%	33%	26%	26%	29%	25%	23%	32%	29%
Don't know	2%	2%	9%	5%	4%	4%	6%	5%	14%	-	17%	-	8%
Agree	34%	28%	30%	26%	47%	21%	26%	32%	32%	10%	42%	32%	22%
Disagree	64%	70%	62%	68%	49%	75%	68%	63%	54%	90%	41%	68%	70%

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Attitudes of Employers to Fuller Workir

Fieldwork : 16th - 20th February 2015

Sample Size: 689 B2B decision makers

Company annual turnover						Region mainly work									In the past 12 months (i.e. since February 2014), has your business hired any employees aged 50 or		
First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Yes, it has	No, it has not	Don't know	

To what extent, if at all, do you agree or disagree with the following statement? - The specific skills of workers aged 50 or over are not suitable for my business

Unweighted base	10	243	160	236	22	18	136	90	49	153	157	15	83	6	240	372	77
Base: B2B decision makers	8	142	148	354	22	15	132	95	40	169	154	10	84	4	280	289	120
Strongly agree	6%	3%	3%	2%	-	-	4%	2%	-	3%	1%	-	-	10%	3%	2%	-
Tend to agree	6%	9%	14%	6%	13%	13%	8%	12%	6%	14%	6%	-	2%	-	9%	10%	5%
Tend to disagree	-	34%	50%	38%	31%	53%	34%	35%	40%	39%	44%	35%	47%	10%	32%	45%	45%
Strongly disagree	65%	50%	32%	53%	52%	32%	49%	50%	53%	42%	48%	65%	46%	80%	56%	40%	47%
Don't know	24%	4%	2%	1%	4%	3%	4%	1%	-	2%	1%	-	5%	-	1%	3%	3%
Agree	11%	12%	17%	8%	13%	13%	13%	14%	6%	17%	8%	0%	2%	10%	12%	12%	5%
Disagree	65%	84%	81%	91%	83%	85%	83%	85%	94%	81%	92%	100%	93%	90%	87%	84%	92%

Training for workers aged 50 or over offers a good return on investment

Unweighted base	10	243	160	236	22	18	136	90	49	153	157	15	83	6	240	372	77
Base: B2B decision makers	8	142	148	354	22	15	132	95	40	169	154	10	84	4	280	289	120
Strongly agree	17%	21%	17%	20%	32%	33%	19%	24%	22%	21%	17%	23%	22%	20%	23%	18%	18%
Tend to agree	42%	44%	52%	53%	43%	44%	49%	52%	48%	46%	57%	55%	49%	52%	57%	42%	56%
Tend to disagree	24%	20%	22%	18%	13%	8%	23%	12%	25%	23%	16%	13%	18%	28%	13%	25%	18%
Strongly disagree	-	2%	4%	2%	-	-	2%	6%	-	2%	2%	-	4%	-	2%	3%	1%
Don't know	17%	12%	5%	6%	12%	16%	8%	6%	5%	8%	9%	9%	6%	-	5%	11%	6%
Agree	59%	65%	69%	73%	74%	76%	67%	76%	70%	67%	74%	77%	72%	72%	81%	60%	75%
Disagree	24%	22%	26%	21%	13%	8%	24%	18%	25%	24%	18%	13%	22%	28%	15%	29%	19%

Workers aged 50 or over in my organisation are often not willing to undertake training to learn new skills/ tasks

Unweighted base	8	206	154	233	20	17	127	82	47	141	145	13	77	6	235	326	77
Base: B2B decision makers who have workers aged 50+ in their business	7	123	144	350	22	15	127	91	39	161	148	9	81	4	277	264	120
Strongly agree	-	6%	5%	6%	-	-	6%	10%	5%	5%	1%	-	8%	10%	7%	3%	4%
Tend to agree	-	18%	27%	22%	58%	14%	19%	16%	38%	23%	27%	21%	23%	42%	28%	21%	16%
Tend to disagree	13%	28%	46%	43%	18%	69%	43%	46%	29%	35%	46%	42%	37%	20%	37%	41%	46%
Strongly disagree	61%	40%	18%	24%	22%	9%	26%	26%	26%	28%	21%	32%	26%	28%	24%	30%	20%
Don't know	27%	7%	4%	6%	2%	8%	6%	2%	3%	9%	6%	5%	6%	-	4%	4%	14%
Agree	0%	24%	32%	28%	58%	14%	25%	26%	42%	28%	28%	21%	31%	52%	35%	25%	21%
Disagree	73%	68%	64%	67%	40%	78%	69%	72%	55%	63%	67%	74%	63%	48%	61%	71%	66%

Total	Gender		Age					Organisation size		
Base	Male	Female	18-24	25-34	35-44	45-54	55+	Small	Medium	Large

Which, if any, of the following do you perceive to be the main benefits of having workers aged 50 or over in your business? (Please select all that apply)

	Unweighted base	689	523	166	1	65	151	220	252	379	107	203
Base: B2B decision makers	689	543	146	*	74	173	229	213	252	100	337	
The reliability of workers aged 50 or over	65%	65%	63%	-	38%	54%	63%	85%	65%	64%	65%	
The punctuality of workers aged 50 or over	51%	54%	41%	-	28%	44%	47%	70%	53%	49%	50%	
The experience of workers aged 50 or over	76%	77%	71%	-	54%	72%	77%	86%	73%	73%	79%	
Workers aged 50 or over can mentor/ provide on the job training to new workers	54%	55%	52%	-	33%	50%	54%	66%	47%	56%	60%	
Loyalty to the company	50%	50%	49%	-	39%	45%	47%	60%	47%	47%	52%	
Good customer service skills	43%	43%	45%	-	28%	37%	40%	56%	48%	44%	39%	
Good communication skills	47%	47%	48%	-	23%	44%	46%	60%	45%	50%	48%	
Good job specific skills	48%	48%	48%	-	27%	41%	47%	63%	43%	51%	51%	
Motivation/self-motivation of workers aged 50 or over	42%	41%	46%	-	32%	30%	41%	58%	46%	38%	41%	
Ability of workers aged 50 or over to cope with stress	32%	32%	31%	-	13%	17%	30%	53%	32%	33%	32%	
Workers aged 50 or over tend to be more even-tempered	39%	41%	29%	-	15%	32%	39%	53%	37%	44%	38%	
Productivity of workers aged 50 or over	31%	32%	30%	-	10%	24%	32%	45%	30%	34%	31%	
Other (RDO_Q7_other)	2%	2%	2%	-	-	3%	1%	2%	2%	1%	2%	
Don't know	2%	2%	5%	-	4%	5%	1%	1%	3%	2%	2%	
Not applicable - I don't perceive there to be any benefits of having workers aged 50 or over in my business	3%	3%	2%	100%	2%	3%	3%	2%	4%	5%	1%	

In general, compared to younger workers, do you think workers aged 50 or over are more productive or less productive in the workplace, or are they as equally productive as each other?

	Unweighted base	689	523	166	1	65	151	220	252	379	107	203
Base: B2B decision makers	689	543	146	*	74	173	229	213	252	100	337	
Workers aged 50 and over are more productive	21%	21%	23%	-	8%	8%	20%	38%	24%	19%	20%	
Both are equally productive	68%	67%	72%	100%	75%	78%	70%	56%	67%	69%	69%	
Workers aged 50 and over are less productive	6%	7%	3%	-	15%	8%	4%	3%	5%	7%	6%	
Don't know	5%	5%	2%	-	2%	6%	7%	2%	4%	5%	5%	

Work industry (short list)												
Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Which, if any, of the following do you perceive to be the main benefits of having workers aged 50 or over in your business? (Please select all that apply)

	Unweighted base	100	53	64	84	35	44	94	47	15	12	15	10	116
Base: B2B decision makers		108	47	56	111	29	46	85	40	20	9	20	9	109
The reliability of workers aged 50 or over		66%	61%	68%	59%	64%	75%	60%	63%	76%	91%	62%	87%	64%
The punctuality of workers aged 50 or over		58%	53%	55%	50%	46%	51%	41%	42%	64%	80%	62%	51%	47%
The experience of workers aged 50 or over		76%	70%	67%	79%	61%	88%	71%	69%	96%	90%	77%	87%	78%
Workers aged 50 or over can mentor/ provide on the job training to new workers		58%	41%	41%	51%	40%	76%	53%	54%	75%	50%	71%	66%	55%
Loyalty to the company		49%	42%	42%	52%	59%	55%	40%	41%	72%	37%	66%	70%	45%
Good customer service skills		30%	45%	45%	42%	41%	54%	42%	37%	56%	37%	44%	60%	51%
Good communication skills		40%	27%	47%	50%	51%	64%	51%	42%	70%	52%	37%	28%	51%
Good job specific skills		56%	45%	32%	41%	39%	72%	45%	42%	73%	62%	41%	52%	50%
Motivation/self-motivation of workers aged 50 or over		40%	53%	52%	33%	37%	55%	32%	25%	52%	55%	39%	52%	51%
Ability of workers aged 50 or over to cope with stress		40%	36%	26%	26%	30%	40%	28%	27%	42%	41%	43%	24%	32%
Workers aged 50 or over tend to be more even-tempered		44%	35%	41%	35%	36%	48%	34%	27%	69%	31%	34%	51%	38%
Productivity of workers aged 50 or over		29%	21%	33%	20%	31%	41%	31%	41%	51%	37%	50%	24%	35%
Other (RDO_Q7_other)		2%	1%	3%	2%	-	-	1%	3%	9%	-	-	-	1%
Don't know		1%	3%	2%	4%	-	2%	3%	5%	-	-	-	-	2%
Not applicable - I don't perceive there to be any benefits of having workers aged 50 or over in my business		4%	-	6%	1%	7%	2%	2%	4%	-	-	-	4%	4%

In general, compared to younger workers, do you think workers aged 50 or over are more productive or less productive in the workplace, or are they as equally productive as each other?

	Unweighted base	100	53	64	84	35	44	94	47	15	12	15	10	116
Base: B2B decision makers		108	47	56	111	29	46	85	40	20	9	20	9	109
Workers aged 50 and over are more productive		24%	20%	11%	18%	18%	19%	17%	37%	43%	34%	5%	4%	26%
Both are equally productive		65%	75%	71%	68%	76%	73%	69%	53%	43%	57%	84%	76%	69%
Workers aged 50 and over are less productive		6%	2%	7%	8%	4%	7%	8%	7%	9%	9%	-	19%	3%
Don't know		6%	3%	11%	6%	1%	1%	6%	3%	5%	-	11%	-	1%

Company annual turnover						Region mainly work									In the past 12 months (i.e. since February 2014), has your business hired any employees aged 50 or over		
First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Prefer not to answer	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Yes, it has	No, it has not	Don't know	

Which, if any, of the following do you perceive to be the main benefits of having workers aged 50 or over in your business? (Please select all that apply)

Unweighted base	10	243	160	236	22	18	136	90	49	153	157	15	83	6	240	372	77
Base: B2B decision makers	8	142	148	354	22	15	132	95	40	169	154	10	84	4	280	289	120
The reliability of workers aged 50 or over	35%	67%	61%	67%	63%	47%	57%	69%	63%	61%	68%	85%	72%	80%	66%	64%	64%
The punctuality of workers aged 50 or over	59%	55%	52%	50%	34%	39%	46%	52%	50%	47%	52%	75%	59%	80%	52%	54%	42%
The experience of workers aged 50 or over	59%	74%	71%	80%	67%	66%	71%	84%	81%	72%	75%	87%	78%	100%	77%	74%	75%
Workers aged 50 or over can mentor/ provide on the job training to new workers	35%	46%	46%	62%	54%	54%	55%	67%	56%	49%	48%	48%	59%	90%	57%	49%	61%
Loyalty to the company	46%	46%	45%	55%	32%	29%	50%	43%	37%	53%	49%	73%	54%	38%	51%	49%	48%
Good customer service skills	65%	51%	42%	40%	40%	41%	37%	41%	42%	40%	49%	63%	48%	58%	42%	46%	39%
Good communication skills	28%	46%	45%	50%	31%	50%	39%	59%	37%	43%	51%	57%	51%	90%	50%	46%	44%
Good job specific skills	41%	43%	44%	52%	45%	53%	43%	55%	38%	43%	56%	48%	47%	80%	55%	46%	38%
Motivation/self-motivation of workers aged 50 or over	41%	48%	44%	40%	27%	52%	41%	46%	40%	36%	47%	47%	46%	58%	42%	43%	41%
Ability of workers aged 50 or over to cope with stress	17%	32%	32%	33%	18%	43%	24%	36%	30%	34%	30%	55%	38%	80%	38%	30%	23%
Workers aged 50 or over tend to be more even-tempered	35%	38%	41%	40%	27%	22%	36%	36%	39%	35%	43%	43%	47%	28%	39%	39%	37%
Productivity of workers aged 50 or over	30%	35%	27%	34%	12%	18%	24%	29%	34%	31%	33%	41%	38%	60%	34%	30%	29%
Other (RDO_Q7_other)	-	3%	-	2%	-	5%	3%	1%	2%	2%	2%	-	-	-	2%	1%	2%
Don't know	-	2%	1%	3%	9%	9%	1%	1%	-	5%	2%	-	4%	-	0%	2%	8%
Not applicable - I don't perceive there to be any benefits of having workers aged 50 or over in my business	6%	4%	2%	3%	-	-	7%	1%	3%	2%	-	-	-	1%	5%	2%	2%

In general, compared to younger workers, do you think workers aged 50 or over are more productive or less productive in the workplace, or are they as equally productive as each other?

Unweighted base	10	243	160	236	22	18	136	90	49	153	157	15	83	6	240	372	77
Base: B2B decision makers	8	142	148	354	22	15	132	95	40	169	154	10	84	4	280	289	120
Workers aged 50 and over are more productive	41%	27%	21%	18%	12%	35%	20%	26%	26%	20%	20%	23%	19%	48%	23%	24%	10%
Both are equally productive	35%	61%	73%	70%	76%	55%	68%	64%	65%	68%	73%	77%	67%	52%	68%	66%	74%
Workers aged 50 and over are less productive	-	5%	5%	7%	8%	3%	9%	6%	9%	6%	4%	-	5%	-	6%	6%	7%
Don't know	24%	6%	1%	5%	4%	6%	3%	4%	-	6%	3%	-	10%	-	3%	4%	9%