

# Amazon's Future of Work & Career Development Study



For the 10-year anniversary of Amazon's Career Choice upskilling programme in Europe, Amazon conducted a study with Ipsos to explore current and future career development insights and workplace trends in the UK.



## 76%

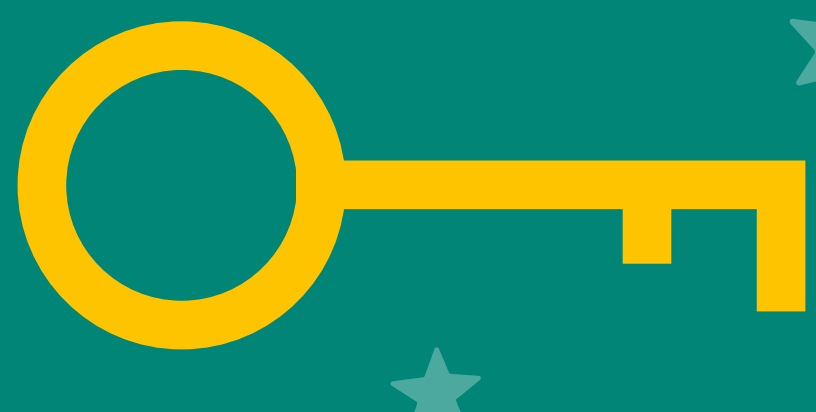
of UK working adults agree it's important for companies to offer training programmes to employees to advance their skills and careers.



While only **31%** think a traditional university degree is as essential as it was 10 years ago.

## 61%

believe that apprenticeships or on-the-job-skills training are more valuable for preparing young people for work than a university degree.



## 82%

would feel **positively** about a company that provides **career development training**.



Working for a company that provides access to career development training would make people feel:



supported  
**41%**



encouraged  
**38%**

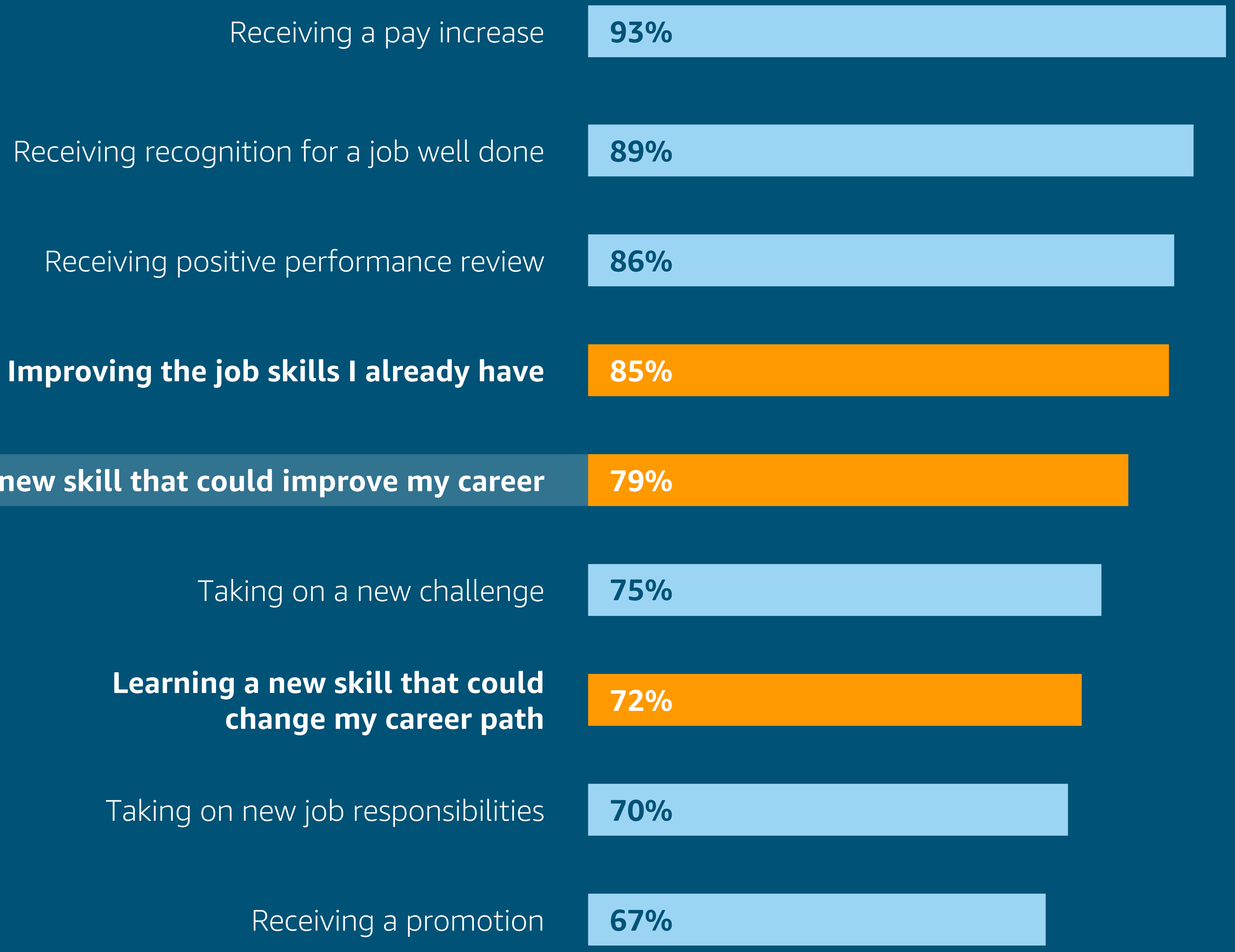


motivated  
**38%**



valued  
**37%**

Over the next year, UK employees say the following are important to them:



When **looking for a new job** or role, **86% of UK adults** say **career development training is important**.

In fact, most say it's a **more important** factor than **flexible working** and **company culture**.



Nearly **3 out of 4 (71%) UK workers** believe people will need to continue to **retrain** and **update their skills to continue working in the future**.



**30% of UK workers** are worried they won't have the **training and skills to be relevant in their job** in the coming years.

Only **14%** of employees say they have **access to training** to help them change their career path.



About a **quarter (24%) of UK workers** said they **'can't afford to pay for training'**.



**Workers aged 16-44** in the UK are more likely to say that **career development training is essential or very important** compared to those aged 45-75.



Nearly **2 in 10 (18%)** UK employees say they don't think they have any access to training with their current employer.

To mark the 10-year anniversary of Career Choice in Europe, Amazon aims to add more than **25 new programmes across Europe** to support current and future job needs.



In 2024, Amazon plans to invest **£23MM in training programmes in the UK for in-demand jobs** like information security analyst, software tester and digital technologies.

## Sources

The research was carried out by Ipsos UK on behalf of Amazon. Ipsos UK interviewed a representative quota sample of 2,139 adults aged 16-75 in the United Kingdom using its online omnibus, and within that a sample of 1,294 employees. The sample achieved is representative of the population with interlocking quotas on Age within Gender, and quotas on Region and Working status. The data has been weighted to the known offline population proportions for interlocking cells of gender within age and working status, as well as region, social grade and education to reflect the adult population of the United Kingdom. Fieldwork was carried out between the 26th April and 29th April 2024. This research was conducted as part of a global study across Australia, Canada, Czech Republic, France, Germany, Italy, Poland, South Africa, Slovakia, Spain, and the UK.