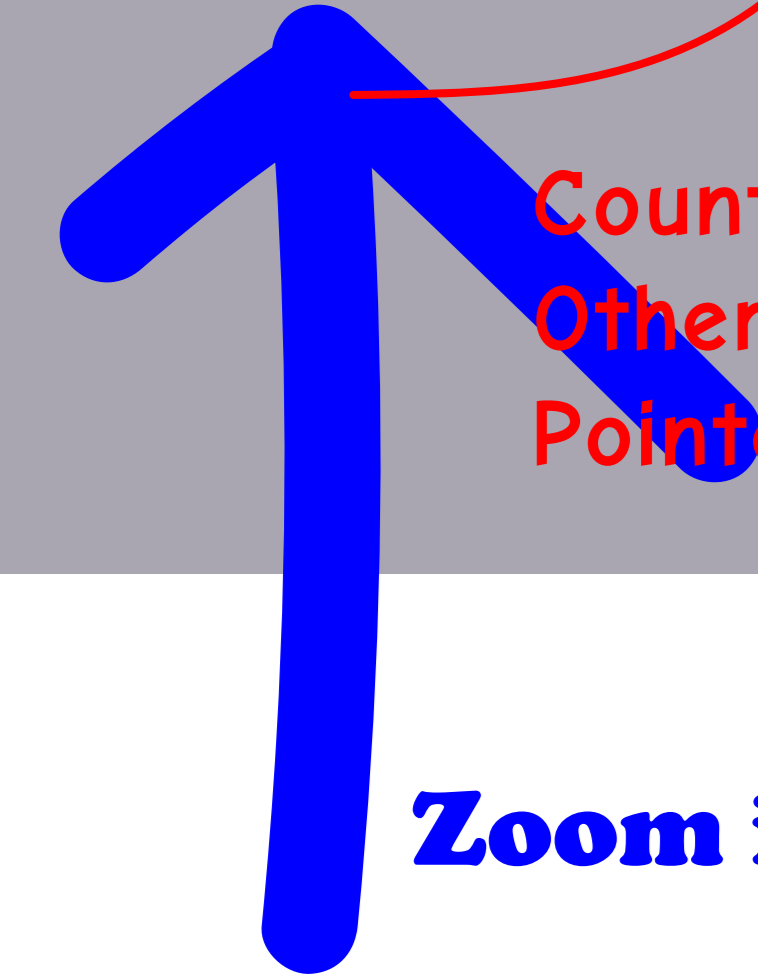
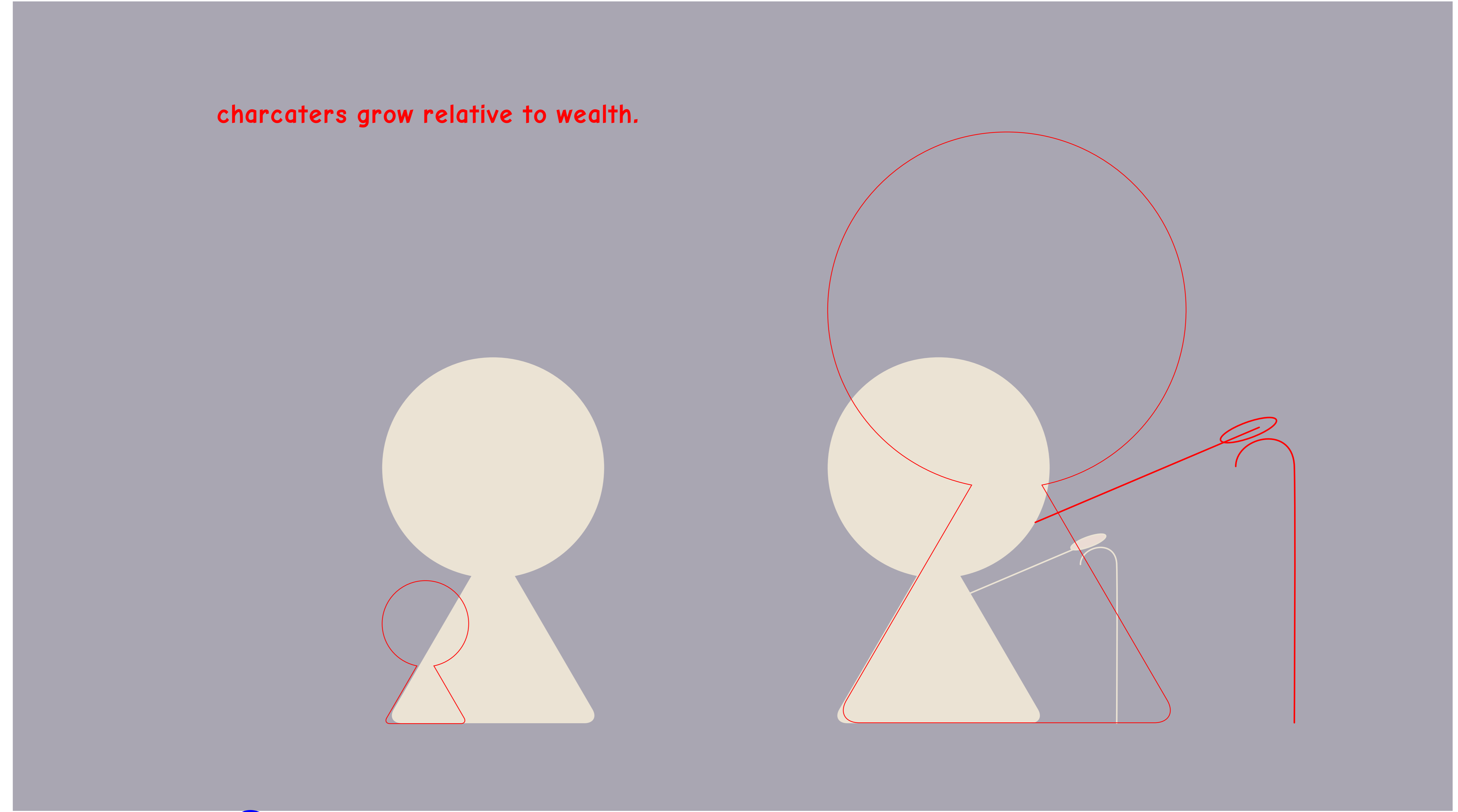


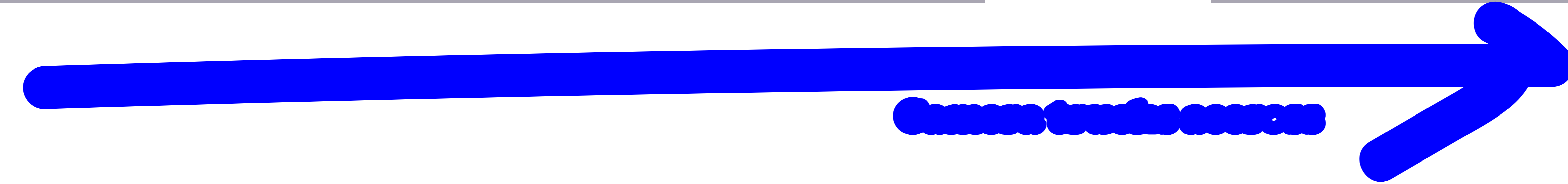
Countries all out into list.
Other disappear.
Pointer shows UK in list



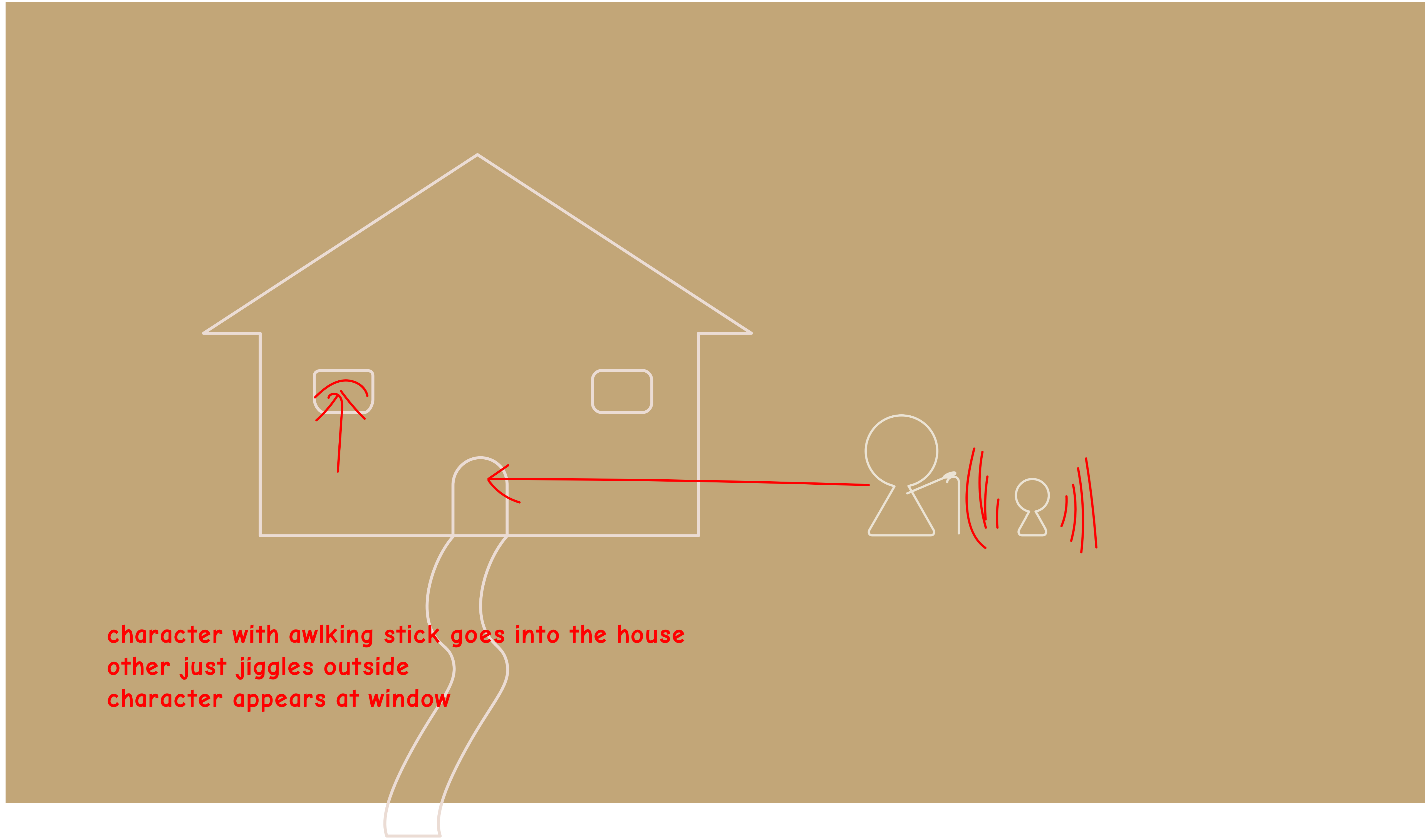
Zoom into list



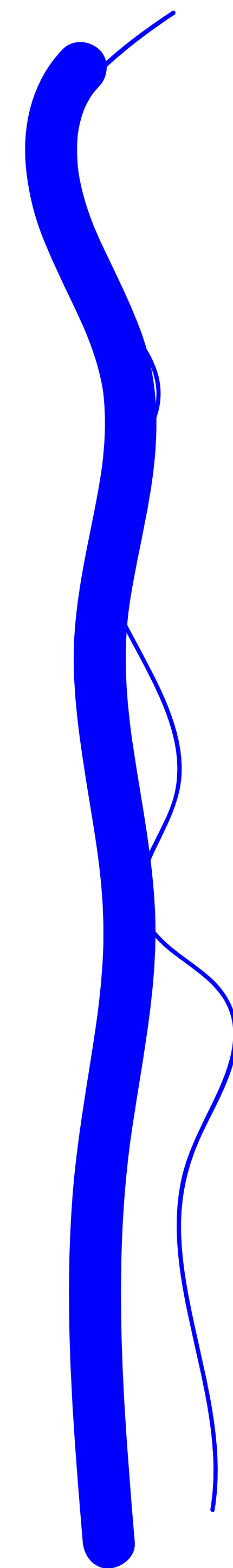
charcaters grow relative to wealth.



Camera tracks across



SMASH cut. Change in context



HOWEVER...
THAT WAS 10 YEARS AGO

text kinetic in
candles drop onto cake.

How does the
evidence look now?

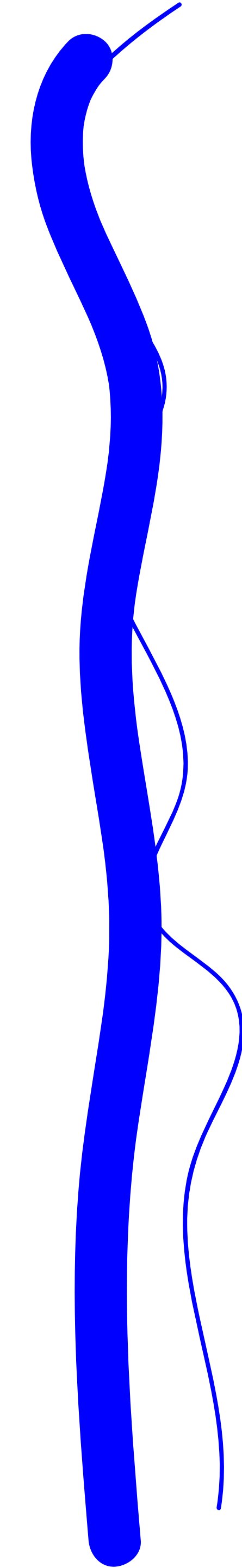
Camera pan to see new...

outline of the house draws?
while bars of the chart grow characters grow relative to wealth.

Bar Index	Height (Relative to Wealth)
1	76
2	88
3	60
4	81

No Camera move. SAME house

SMASH cut. Change in context



Social Mobility
hoever
measured is
LOW in Britain
and the...

A map of the United Kingdom is shown in a light tan color. A grey double arrow points from the left towards the map.

text kinetic in again
arrow drops on LOWt

Camera tilt down. things are dropping

A white outline of a cloud is positioned in the upper right quadrant. Below the cloud, several parallel diagonal lines slant downwards from left to right, representing rain.

rain falls

Camera tilt down. things are dropping

OUTLOOK BLEAK

text flashes

STOP and freeze

AdobeGenPro: Motion Design Assignment 1

Outline

Social Mobility is the ability of a generation to move upwards in earnings than their parents. In the UK this has stalled. This was first broached by the economics team and Blanden, Gregg and Machin ten years ago. This Motion graphic will take their review of their findings on the tenth anniversary of the original publication.

Script

Social Mobility 10 years on

The two key findings of Blanden, Gregg and Machin (2005) were:

- i) Low levels of intergenerational mobility in Britain compared to other advanced countries;
- ii) cross-cohort comparison that showed a fall in intergenerational earnings/income mobility for cohorts born in 1958 and 1970.

So if this is Denmark, here is Finland, Canada, Germany, Sweden, Australia, Norway, France, Italy, here is Great Britain only United States has lower mobility.

Something about the British Cohort Study table

That was 10 years ago, have things changed. Here's the new evidence:

The cross-cohort fall is validated by other intergenerational correlations:

Housing:

Inequality measures (earnings, income, wealth) for baby boom generation (which 1958 cohort are in) and next generation (which 1970 cohort are in).

Compare the percentage of owner occupiers aged 42 in 2000 with the percentage of owner occupiers aged 42 in 2012

Social mobility — however measured — is low in Britain.

~~There have been some improvements in outcomes at school. But completed education does not seem to be improving PIAAC (16-24 year olds literacy/numeracy); education 'arms race' (as many more people get to university, this from richer families have increasingly gone on to postgraduate level).~~

~~Post-1970 birth cohorts show no improvement in mobility.~~

From this it seems hard to avoid the conclusion that prospects remain bleak.

Low social mobility (at the kind of levels where Britain is) imposes social and economic costs which, if mobility stays low and so many people remain stuck where their parents were, generates significant concerns about the implications for the country's future economic growth and prosperity.

10?