

# Beliefs about work: an attitudinal segmentation of out-of-work people in Great Britain

DWP Customer Insight  
Research Report 1

## **Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain**

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Any enquiries regarding this document/publication should be sent to us at:  
[COMMS.RESEARCHANDEVALUATION@DWP.GSI.GOV.UK](mailto:COMMS.RESEARCHANDEVALUATION@DWP.GSI.GOV.UK)

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# Executive summary

This report contains findings from a project conducted by Jigsaw Research between October 2009 and April 2010 on behalf of the Department for Work and Pensions. This report presents a segmentation model developed to enable DWP to understand and communicate with key customer groups better in order to support Departmental strategies and objectives. The research comprised a four-step process: immersion, qualitative research, quantitative research and technical segmentation analysis.

The research audience consisted of:

- working-age benefit claimants
- unemployed non-claimants looking for work
- out-of-work non-claimants, not looking for work, but living in a low income household
- working people who report that they are on notice of redundancy.

The research data was used to develop a segmentation model, dividing the out-of-work population into groups based on their attitudes and behaviour in relation to work and job-seeking, and underpinned by behaviour change principles.

The segmentation model consists of eight groups, as follows, which are described in detail within the report:

1. Determined seekers: confident and driven, aiming to get back to work as quickly as possible - whatever it takes.
2. Thwarted seekers: confidence, motivation and sense of control are in decline as they worry about a future without work.
3. Balanced seekers: believe that work is a key part of a balanced life but job search is less urgent as they make the most of the benefits of not working.
4. Status quo seekers: feel that to work or claim benefits is simply a choice individuals should be free to make. Will work if and when the 'right job' comes along.
5. Constrained by circumstance: feel trapped by personal circumstances that make 'normal' work seem impractical.
6. Defeated by circumstance: lack of belief in their capability means they have resigned themselves to not working.
7. Benefits are better: feel fully justified being on benefits and that life without the added complication of work has much to recommend it.
8. Home focused: in putting family first, they feel that they have found an alternative and more satisfying purpose in life so do not feel 'out of work' – there is no void to fill.

# Acknowledgements

This research was commissioned by the Department for Work and Pensions Communications Directorate and conducted by Jigsaw Research with analytical support from Bonamy Finch Ltd.

DWP would like to thank all of those individuals who participated in the research, as well as the internal stakeholders who contributed to the development of this project.

# Abbreviations

CAPI	Computer Aided Personal Interviews
COI	Central Office of Information
DWP	Department for Work and Pensions
ESA	Employment and Support Allowance
JCP	Jobcentre Plus
IB	Incapacity Benefit
JSA	Jobseeker's Allowance

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# 1 Introduction

This report contains findings from a project conducted by Jigsaw Research on behalf of the Department for Work and Pensions (DWP) Communications Directorate. This report presents an attitudinal segmentation model developed to enable DWP to better understand and communicate with key customer groups in order to support Departmental strategies and objectives.

## 1.1 Policy context

DWP is responsible for promoting work as the best form of welfare, helping people into work and supporting those who cannot work. The principle that work is the best route out of poverty underpins the Department's objectives, policies and targets.

The government's welfare reforms aim to help people, including those who have been out of work for some time and become accustomed to a life on benefits, to get back to work.

A major strategic role that communications can play in helping the Department to achieve its objectives is to persuade people that work pays, that they want to and can work, and to encourage them to take action. DWP Communications therefore set out to develop a segmentation model that is driven by attitude and behaviour and underpinned by behaviour change principles.

## 1.2 Research objectives

DWP commissioned Jigsaw Research to develop an audience segmentation of the out-of-work population of Great Britain, to inform the development and delivery of DWP's long-term communications and marketing strategy to help people to get back to work, stay in work, and get on at work. The research set out to achieve the following objectives:

- To develop a highly-actionable audience segmentation for people who are out of work, driven by their attitudes and behaviour in finding and keeping work and underpinned by behaviour change theory and models
- To gain insights into each segment to help us to understand their motivations, attitudes and behaviours in order to drive tailored communications and marketing
- To establish the strategy overall and for each segment, including clear targeting and messaging approaches
- To apply the segmentation to immediate communications tasks



## **1.3 Research audience**

To support Departmental objectives, it was important that the whole out-of-work, working-age GB population was considered within the research. The research audience therefore encompassed working-age benefit claimants, those not claiming benefits but looking for work, and those not working or claiming, or looking for work, but living in a low income household.

People who are working but facing redundancy are also an important DWP customer group, and they were therefore included in the research. Those who are out of work, not looking for work or claiming and not living within a low income household are not a core DWP audience group, and these were therefore excluded from the sample.

The research audience does not include those individuals who have limited capability for work and work-related activity due to ill health or disability.

Further details of the sample breakdown for the qualitative and quantitative research are provided in section 2 and the appendices.

## 2 Methodology

The research programme comprised a four-step process: immersion, qualitative research, quantitative research and technical segmentation analysis. These are described in detail below.

### 2.1 Immersion

In order to develop a segmentation that is driven by attitudes and behaviour and underpinned by behaviour change principles, the construction of the research methodology and the creation of the segmentation were informed by an 'immersion' phase. This consisted of stakeholder interviews and desk research which were used to inform the development of a behavioural model that would provide the foundation for the subsequent research.

#### 2.1.1 Internal stakeholder interviews

In order to utilise the existing knowledge base within DWP, eight immersion interviews were conducted by telephone with key internal stakeholders outside the core project team. These interviews were undertaken with senior / managerial staff who would be likely to gain most value from the segmentation model, as well as those who had, through experience, built up a picture of what matters most to the audience.

#### 2.1.2 Desk research

The initial desk research phase for this project was significant both in scope and in contribution to the development of the segmentation variables. Three weeks were allocated to separate reviews of:

- Previous DWP research – undertaken by Jigsaw Research
- The psychological literature for factors influencing job seeking behaviour – this was undertaken by Dr. Leigh Morris of Bonamy Finch and Dr. Donna Jessop of the University of Sussex.

The literature search and the review were guided by one of the leading models of attitude-behaviour relationships: the theory of planned behaviour (Ajzen, 1985; 1991). The literature search also highlighted additional psychological variables as having important implications for job seeking behaviour. This enabled Jigsaw Research to put forward a model depicting the predicted interrelationships between the variables discussed in the review and their respective influences on job seeking behaviour.

This model was used as the basis for the questionnaire design, ensuring that all relevant factors were taken into account in the segmentation. The model is shown in section 3.1. A complete list of the sources used during the academic review is included in Appendix F.

## **2.2 Qualitative research**

To address the specific challenges of this research programme, a combination of two qualitative techniques was employed.

- **Extended depth interviews:** these provided an opportunity to build a strong relationship between respondent and researcher in order to access ‘true’ (as opposed to socially acceptable) attitudes and behaviours. After an initial two hour interview in-home (or other neutral environment), respondents were asked to keep a journal for one week, to capture the experience of being out of work. This was followed up by a one hour interview so that respondents could talk through their journal, offering them the chance to reflect on their overall feelings, and to see their life from another perspective.
- **Mini-group discussions in relaxed/informal environments:** these provided access to the wider cultural perspective by allowing us to listen to how groups of out-of-work people and their friends discussed the issue between themselves.

Qualitative fieldwork was conducted over a three week period during October 2009, consisting of eighteen depth interviews and ten mini-group discussions. The sampling breakdown and selection criteria are outlined in Appendix C.

The results of the research were used to directly inform the development of the questionnaire and helped to ensure that questions were presented in the language used by the target audience.

## **2.3 Quantitative research**

### **2.3.1 Sampling approach**

A total of 2,216 interviews were conducted. A quota sample was constructed breaking down the audience into six discrete groups based on the type of benefit claimed and job seeking status. This enabled control over the sample distribution at a relatively detailed level. The quotas were designed to be broadly representative of the research audience (as described in section 1.3) based on incidence data provided by DWP.

The six groups and the definitions used to identify them are described below.

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Group Name	Definition / Who is included
Jobseeker	Not working
	Not lone parent
	Currently claiming Jobseeker's Allowance (JSA)
Disabled	Not working
	Claiming either Incapacity Benefit (IB) or Employment and Support Allowance (ESA)
Lone parent	Not working
	At home looking after children as lone parent
	Claiming either Income Support (IS) or Jobseeker's Allowance (JSA)
Other Non-working / looking for paid work	Not working / but looking
	<u>Not</u> claiming any of Jobseeker's Allowance (JSA), Incapacity Benefit (IB) or Employment and Support Allowance (ESA)
Other Non-working / <u>not</u> looking for paid work / low HH inc	Not working / not looking
	<u>Not</u> claiming any of Jobseeker's Allowance (JSA), Incapacity Benefit (IB) or Employment and Support Allowance (ESA)
	Low Household Income
Facing redundancy	Currently working
	Facing redundancy

*(Low household income is defined as up to £18,950 per annum for households with children under 16, and up to £12,400 for those without)*

In addition to controlling the sample according to benefit type, quotas were set in relation to key socio-demographic variables (including gender, age, age of youngest child and ethnicity) as well as the length of time on benefits (or the length of time out of work for those not claiming JSA/IB/ESA).

A full breakdown of the quotas that were set is provided in Appendix D.

### 2.3.2 Interviewing methodology

Eligible respondents were 'free-found' through general door-to-door recruitment, supplemented by some on-street recruitment. Interviews were conducted face-to-face, in-home via CAPI (computer aided personal interviews). The fieldwork was

carried out by Indiefield, a market research fieldwork agency sub-contracted by Jigsaw Research.

The questionnaire was piloted with a small number of respondents prior to the full fieldwork launch, in order to refine the questionnaire and ensure that the survey was concise and focused. The main stage of fieldwork was conducted between 18 November and 18 December 2009. The questionnaire is shown at Appendix A.

## **2.4 Segmentation analysis**

The technical segmentation analysis was undertaken by Bonamy Finch, Jigsaw Research's statistical partner. Full details of the technical process used during the segmentation analysis are provided in Appendix E.

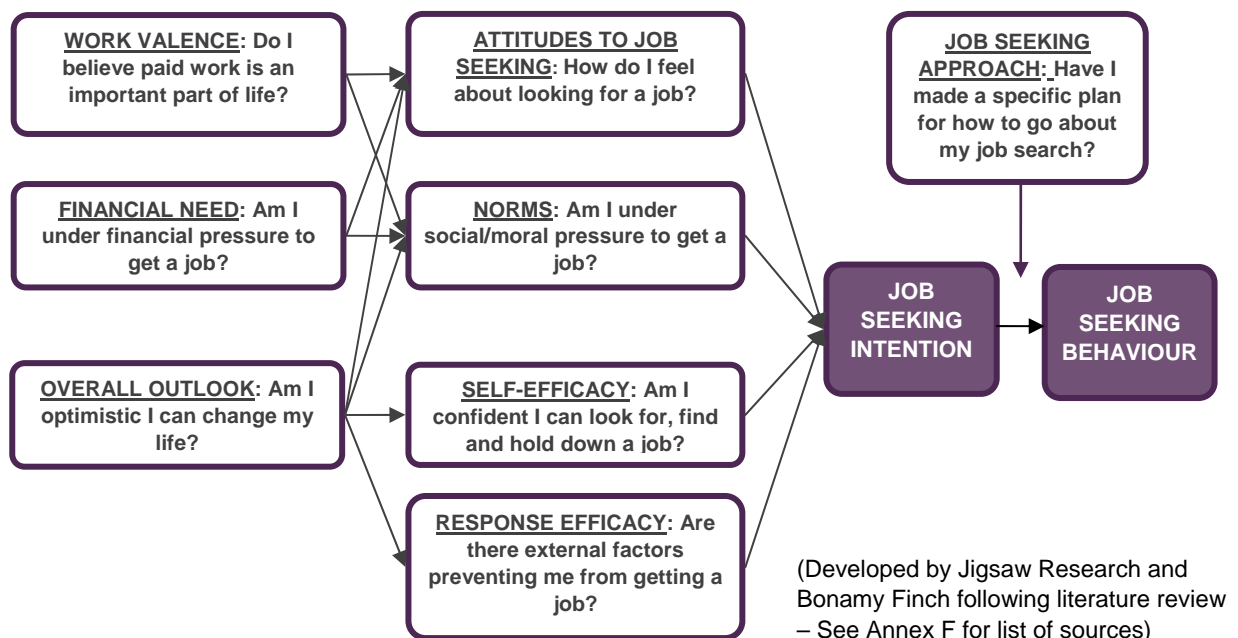
All parties (the research agency, the communications planning agency, the advertising agency, COI and DWP) were closely involved in selecting the segment solution in an open and iterative approach. Building the character of the segments as a group helped the team to reach a consensus based on which solution was most workable from a communications point of view and bearing in mind how DWP operates as a business – in this case an eight segment solution.

### 3 Main findings

#### 3.1 Job seeking behaviour model

The following model mapping the influences on job seeking behaviour was developed based on the review of the psychological literature on job-seeking that was conducted during the ‘immersion’ phase of the project. Guided by ‘The Theory of Planned Behaviour’ (Ajzen, 1985; 1991), the review focused on the application of this model to job seeking behaviour and highlighted additional psychological variables that were found to have important implications for job seeking behaviour.

Figure 1: Job seeking behaviour model



Evidence highlighted the role of these factors in influencing job seeking attitudes and behaviour and these were therefore used as the basis of the questionnaire design and subsequent segmentation analysis.

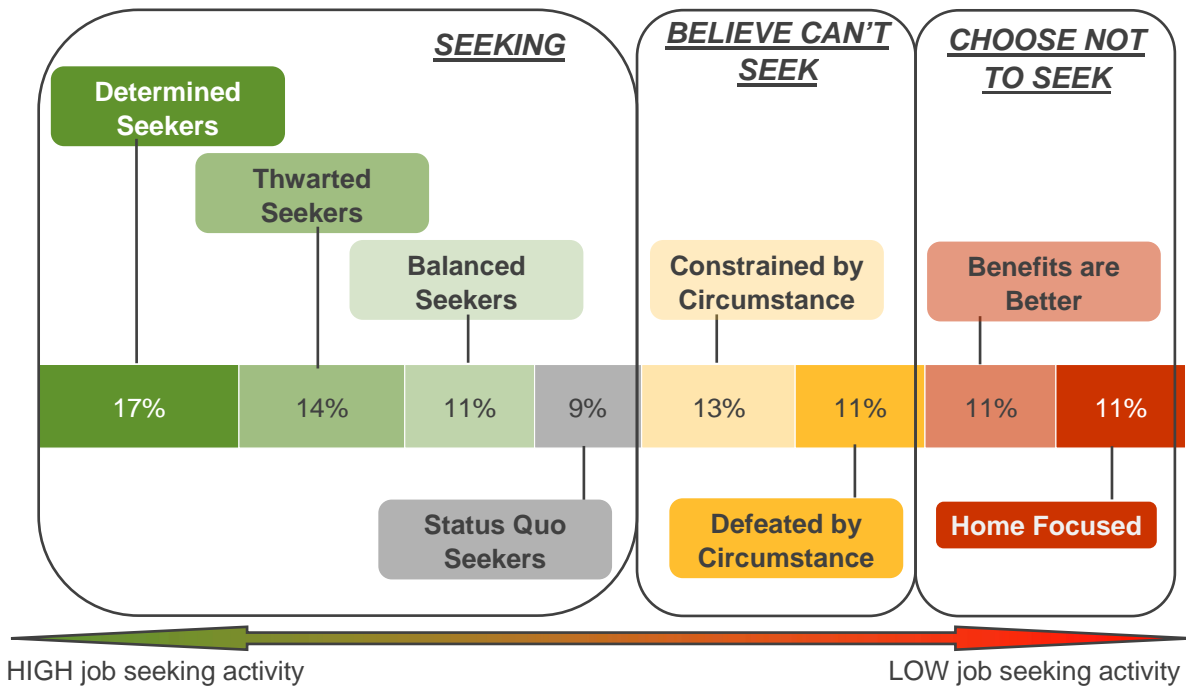
#### 3.2 The segments

As discussed in section 2.4, following analysis of the survey data and discussions between key stakeholders, an eight segment solution was agreed.

The segments can be divided into three high level ‘macro-segments’. These are ‘seeking’ (consisting of ‘determined seekers’, ‘thwarted seekers’, ‘balanced seekers’ and ‘status quo seekers’), ‘believe can’t seek’ (consisting of ‘constrained by

circumstance’ and ‘defeated by circumstance’) and ‘choose not to seek’ (consisting of ‘benefits are better’ and ‘home focused’).

**Figure 2: Segmentation overview**



*Figures do not add to 100% because of rounding and non-allocation of some respondents to a segment*

The following section outlines the key characteristics of each of these segments. All differences highlighted between individual segments and the overall sample are statistically significant differences (tested at the 95% level), with the exception of those relating to communication channels, job seeking intention and benefits/job seeking situation. Please see questionnaire at Appendix A for full question set.

### 3.2.1 Determined seekers

**Headline:** confident and driven, aiming to get back to work as quickly as possible - whatever it takes.

**Proportion of whole:** 17% (sample size: 375)

**Overall research insights:** there is no question about not returning to work; work is what defines them, what is expected from them. They may ask: without work who are they? They are motivated, flexible and believe in their ability to find work. They feel that the alternative - life without work - is simply too disturbing to contemplate.

#### **Attitudes and behaviour**

##### **Attitudes towards job seeking:**

- Firmly believe they have what it takes to get (back into) paid work
  - Confident in their ability to hold down a job
  - Believe that they have the resources to find vacancies

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- Not constrained by circumstances, no perceived practical barriers
  - Feel that they are able to work in their circumstances
  - Not put off working by the hassle of moving on and off benefits
- Willing to do almost anything to get back into paid work
  - More willing to compromise than any other segment – for example, they would consider working in a new industry sector
- Believe that it is in their power to change their situation
  - Would make sure they do things to keep their spirits up and stay healthy while looking for work
  - Only a fifth agree that there is little they can do to change their life

### **Attitudes towards work:**

- Frustrated by their situation, cannot see any benefits to being out of work
  - Have not come to accept being out of work
  - Angry and frustrated that they do not have paid work
- Cannot imagine a future without work: work is part of life, what defines them
  - Agree that they would be happier/more fulfilled (back) in work
  - Think that almost any job is better than no job
- Struggle financially without paid work, do not want to live off benefits
  - None feel that work would not be financially rewarding
  - Agree that it is against their principles to rely on benefits
- Under a lot of moral and social pressure to get paid work
  - Agree that people they respect would try hard to get a job if they weren't working
  - Under some pressure from family to find work
  - Feel embarrassed to be out of work

### **Job seeking intention and behaviour**

- An overwhelming majority definitely want to or would prefer to be in work in the next three months
- Around three quarters are actively looking for work
- Average weekly activity:
  - Researching types of paid work – 6 hours
  - Checking for vacancies – 7 hours
  - Preparing or updating CV – 3 hours
  - Applying for jobs – 6 hours
  - Attending job interviews - 2 hours

### **Communication channels:**

- Preferred channels for getting information, support and advice in relation to paid work are as follows:
  1. Jobcentre/Jobcentre Plus
  2. General media (newspapers/TV/radio)
  3. Word of mouth



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### 4. Recruitment agencies

- More likely than average to use all four of these channels
- Most trusted sources of information are Jobcentre Plus, recruitment agencies, word of mouth and general media

### Key attitudinal and behavioural data:

	% of this segment	% overall sample
<b>Job seeking attitudes</b>		
I can hold down/keep a job if offered one (confident/very confident)	84%	39%
I have the resources to find out about the latest vacancies (confident/very confident)	74%	38%
I am able to work in my circumstances (confident/very confident)	79%	31%
I expect the hassle of getting back into the benefits system means it's not worth taking paid work if you have started claiming	2%	17%
Willingness to consider an industry sector haven't worked in before/not trained for in next three months (extremely/very willing/already have)	56%	28%
I would make sure I do things to keep my spirits up and stay as healthy as I can	68%	44%
There is little I can do to change my life (definitely agree/tend to agree)	20%	44%
<b>Attitudes towards work</b>		
Not having paid work is something I have come to accept	5%	33%
I am/would be angry and frustrated that I don't/didn't have paid work	65%	35%
I would be a happier/more fulfilled person if I was [back] in paid work	88%	46%
Having almost any type of paid work is better than not working	62%	32%
It is/would not be worth having paid work as I wouldn't be any better off financially	0%	17%
It is against my principles to rely on benefits	62%	27%
People I respect would try hard to get paid work if they weren't working	82%	48%
I feel under a lot of pressure from people in my family to get paid work	43%	17%
Telling people you are not working is/would be embarrassing	61%	34%

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<b>Job seeking intention/behaviour</b>		
I want to be in paid work within the next three months (definitely want to/would prefer)	96%	60%
Not working but actively looking for work	76%	48%
I would use Jobcentre Plus in the near future for information, support or advice about whether or how to get into paid work (likely/very likely)	65%	42%
<b>Communication channels (used / most trusted)</b>		
Jobcentre Plus	80% / 35%	66% / 37%
General Media	64% / 10%	37% / 6%
Word of mouth	62% / 15%	41% / 12%
Recruitment agencies	58% / 17%	27% / 6%

Base: 375 for 'Determined seekers' segment, 2216 overall

All attitudinal data represents those who agree/agree strongly unless otherwise stated

### Profile

	<b>% of this segment</b>	<b>% overall sample</b>
<b>General profile – key differences</b>		
Male	66%	49%
Live with parents	18%	12%
Live with friends	5%	3%
No children	50%	40%
Working status of partner/spouse: in paid work	67%	49%
Education NVQ3 or above	48%	33%
Socio-economic group: ABC1	46%	28%
<b>Previous employment</b>		
Worked solidly without a break (until now)	42%	23%
Worked mainly full time	75%	61%
<b>Current situation</b>		
Main reason for being out of work at the moment: recently made redundant	26%	9%
Out of work for up to 3 months	55%	21%
<b>Benefits/Job seeking</b>		
JSA	46%	27%
Facing redundancy	15%	5%
Lone parent	6%	13%
IB/ESA	5%	30%
Other non-working, looking for paid work	26%	13%
Other non-working, not looking for paid work	2%	13%

Base: 375 for 'Determined seekers' segment, 2216 overall

### 3.2.2 Thwarted seekers

**Headline:** confidence, motivation and sense of control are in decline as they worry about a future without work

**Proportion of whole:** 14% (sample size: 324)

**Overall research insights:** struggling emotionally and financially without a job. They feel work is an essential part of life and are embarrassed by not having a job. As their efforts to find work go unrewarded, they feel increasingly powerless and disheartened.

#### *Attitudes and behaviour*

##### **Attitudes towards job seeking:**

- Self-confidence is on the wane and they are beginning to lack the courage of their convictions
  - Do not stand out as being particularly confident or lacking in confidence – for example, in relation to being offered jobs or being able to hold one down if offered
- Do not believe that vacancies exist – are their efforts therefore in vain?
  - Believe that there are not enough vacancies for the right type of work
- Willing to compromise on many aspects but will not 'do anything'
  - Willingness to compromise on some factors is high, such as industry sector and levels of responsibility.
  - Willing to undertake training to refresh or gain new skills
- See themselves as being at the mercy of the job market – can not commit to getting a job by a certain date
  - Few have made a commitment to themselves to get a job by a certain date

##### **Attitudes towards work:**

- Struggling with life without work - days can feel empty and they are worried about becoming trapped in unemployment
  - Feel their lives are stuck in a rut
  - Struggle to keep themselves busy
- Cannot imagine a future without work: work is part of life, it defines who they are
  - Certain they would be a happier/more fulfilled person (back) in work
  - Feel that work is an essential part of life
- Feeling the financial pain of moving to benefits
  - Disagree that it is not worth it financially to work
  - Many find it difficult to live on their income
- Ashamed of being out of work and feel under pressure from their family
  - Embarrassed to be out of work
  - Disagree that their dependents would rather they did not work

**Job seeking intention and behaviour**

- Most want to or would prefer to be in work in the next three months
- Around three quarters are actively looking for work
- Average weekly activity:
  - Researching types of paid work – 4 hours
  - Checking for vacancies – 6 hours
  - Preparing or updating CV – 2 hours
  - Applying for jobs – 4 hours
  - Attending job interviews - 1 hours

**Communication channels:**

- Preferred channels for getting information, support and advice in relation to paid work are as follows:
  1. Jobcentre/Jobcentre Plus
  2. Word of mouth
  3. General media (newspapers/TV/radio)
  4. Recruitment agencies
- More likely than average to use all four of these channels
- Most trusted sources of information are Jobcentre Plus, word of mouth, recruitment agencies and general media

**Key attitudinal and behavioural data:**

	<b>% of this segment</b>	<b>% overall sample</b>
<b>Job seeking attitudes</b>		
Employers will want to offer me a job (confident/very confident)	18%	20%
I can hold down/keep a job if offered one (confident/very confident)	57%	39%
There aren't/wouldn't be enough vacancies for the type of work I want to do	61%	34%
There aren't/wouldn't be enough vacancies in the locations I want to work	63%	36%
Willingness to consider an industry sector haven't worked in before/not trained for in next three months (extremely/very willing/already have)	43%	28%
Willingness to compromise on the level of responsibility in the next three months (extremely/very willing/already have)	40%	26%
Willingness to train to refresh or get new skills or qualifications in next three months (extremely/very willing/already have)	45%	35%
I have made/would make a commitment to myself to find a job by a certain date	17%	16%
<b>Attitudes towards work</b>		

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Being out of paid work, I feel like my life is stuck in a rut	78%	39%
Being out of paid work, I would struggle to keep myself busy	63%	26%
I would be a happier/more fulfilled person if I was [back] in paid work	82%	46%
Having paid work is an essential part of life	75%	46%
It is/would not be worth having paid work as I wouldn't be any better off financially	3%	17%
It is/would be difficult for me to live on my current income	67%	43%
Telling people you are not working is/would be embarrassing	56%	34%
The people who depend on me would rather I wasn't in paid work	3%	18%
<b>Job seeking intention/behaviour</b>		
I want to be in paid work within the next three months (definitely want to/would prefer)	93%	60%
Not working but actively looking for work	76%	48%
<b>Communication channels (used / most trusted)</b>		
Jobcentre Plus	86% / 50%	66% / 37%
Word of mouth	54% / 16%	41% / 12%
General Media	52% / 5%	37% / 6%
Recruitment agencies	37% / 7%	27% / 6%

Base: 324 for 'Thwarted seekers' segment, 2216 overall

All attitudinal data represents those who agree/agree strongly unless otherwise stated.

### Profile

	% of this segment	% overall sample
<b>General profile – key differences</b>		
Male	58%	49%
Aged 18-24	30%	20%
Live with parents	17%	12%
Have significant debts or money problems	25%	17%
No children	48%	40%
<b>Previous employment</b>		
Worked solidly with one or two breaks	37%	29%
<b>Current situation</b>		
Out of work for up to 6 months	52%	32%
Main reason for being out of work at the moment: looking but unable to find a job	36%	20%

Benefits/Job seeking		
JSA	45%	27%
Facing redundancy	7%	5%
Lone parent	12%	13%
IB/ESA	17%	30%
Other non-working, looking for paid work	17%	13%
Other non-working, not looking for paid work	1%	13%

Base: 324 for 'Thwarted seekers' segment, 2216 overall

### 3.2.3 Balanced seekers

**Headline:** believe that work is a key part of a balanced life but job search is less urgent as they make the most of the benefits of not working

**Proportion of whole:** 11% (sample size: 245)

**Overall research insights:** paid work has played a key part in their lives to date: they believe work is important and are confident they will find another job. However, they are not defined by work and they are able to make the most of the benefits of not working and enjoy the moment, as long as they believe that the situation is temporary. They fully intend to work again but their search is not possessed of real urgency.

#### *Attitudes and behaviour*

##### **Attitudes towards job seeking:**

- Confident they have what it takes to look for and find paid work
  - Confident in their ability to hold down a job
  - Believe that they have the resources to find vacancies
- Not constrained by their circumstances and have no (perceived) practical barriers
  - Most see themselves as able to work in their circumstances
  - Few agree that it would be difficult to accept work if it was offered
- Willing to make some compromises to get (back into) paid work - but on their own terms
  - Many are willing to retrain
  - Show some willingness to compromise on industry sector or flexibility of hours
- Could change their situation if they wanted to but not desperate to get a job by certain date
  - Few agree that there is little they can do to change their life
  - Few have made a commitment to themselves to find a job by a certain date

##### **Attitudes towards work:**

- Discovering the benefits of not working and finding new meaning in life

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- Have developed a strong sense of purpose outside the workplace in their daily life
- Few struggle to keep busy
- Believe work is important but not the be all and end all – there are other things in life
  - Disagree that work is more hassle than it is worth
  - But the idea of not working does not fill them with dread
- Know they would be better off in work, but their current living standards are okay (for now?)
  - Disagree that it is not worth it financially to work
  - Many are happy with their standard of living
- Do not feel judged for being out of work. Family would prefer they worked but not pressuring (yet?)
  - Few feel embarrassed to be out of work
  - Do not agree that their dependents would rather they did not work

### Job seeking intention and behaviour

- Most want to or would prefer to be in work in the next three months
- Over half are actively looking for work
- Average weekly activity:
  - Researching types of paid work – 4 hours
  - Checking for vacancies – 4 hours
  - Preparing or updating CV – 1 hour
  - Applying for jobs – 3 hours
  - Attending job interviews - 1 hours

### Communication channels:

- Preferred channels for getting information, support and advice in relation to paid work are as follows:
  1. Jobcentre/Jobcentre Plus
  2. Word of mouth
  3. General media (newspapers/TV/radio)
  4. Recruitment agencies
- More likely than average to use all four of these channels
- Most trusted sources of information are Jobcentre Plus, word of mouth, recruitment agencies and general media

### Key attitudinal and behavioural data:

	% of this segment	% overall sample
<b>Job seeking attitudes</b>		
I can hold down/keep a job if offered one (confident/very confident)	59%	39%
I have the resources to find out about the latest	53%	38%

## Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain

vacancies (confident/very confident)		
I am able to work in my circumstances (confident/very confident)	53%	31%
It would be difficult for me to accept paid work now even if I was offered it	7%	30%
Willingness to train to refresh or get new skills or qualifications in next three months (extremely/very willing/already have)	45%	35%
Willingness to consider an industry sector haven't worked in before/not trained for in next three months (extremely/very willing/already have)	39%	28%
Willingness to compromise on flexibility of working hours in next three months (extremely/very willing/already have)	32%	24%
I have made/would make a commitment to myself to find a job by a certain date	20%	16%
There is little I can do to change my life (definitely agree/tend to agree)	29%	44%
<b>Attitudes towards work</b>		
Although I am not in paid work I have a strong sense of purpose in my daily life	56%	39%
Being out of paid work, I would struggle to keep myself busy	7%	26%
Having paid work is more hassle/stress than it's worth	3%	13%
The idea of not finding paid work fills me with dread	16%	31%
It is/would not be worth having paid work as I wouldn't be any better off financially	7%	17%
I am/would be happy with my standard of living [if I were to lose my job] (definitely/tend to agree)	45%	33%
Telling people you are not working is/would be embarrassing	19%	34%
The people who depend on me would rather I wasn't in paid work	10%	18%
<b>Job seeking intention/behaviour</b>		
I want to be in paid work within the next three months (definitely want to/would prefer)	81%	60%
Not working but actively looking for work	60%	48%
<b>Communication channels (used / most trusted)</b>		
Jobcentre Plus	72% / 37%	66% / 37%
Word of mouth	51% / 20%	41% / 12%
General Media	47% / 8%	37% / 6%
Recruitment agencies	35% / 9%	27% / 6%

Base: 245 for 'Balanced seekers' segment, 2216 overall



## Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain

All attitudinal data represents those who agree/agree strongly unless otherwise stated.

### Profile

	% of this segment	% overall sample
<b>General profile – key differences</b>		
Living with spouse	19%	13%
Working status of partner/spouse – in paid work	62%	49%
Have children but have left home	23%	18%
Education NVQ3 or above	42%	33%
Socio-economic group: ABC1	35%	28%
<b>Previous employment</b>		
Worked solidly with one or two breaks	42%	29%
Worked mainly full time	61%	61%
<b>Current situation</b>		
Main reason for being out of work at the moment: looking but unable to find a job	32%	20%
Out of work for up to 6 months	51%	32%
<b>Benefits/Job seeking</b>		
JSA	39%	27%
Facing redundancy	8%	5%
Lone parent	9%	13%
IB/ESA	14%	30%
Other non-working, looking for paid work	19%	13%
Other non-working, not looking for paid work	12%	13%

Base: 245 for 'Balanced seekers' segment, 2216 overall

### 3.2.4 Status quo seekers

**Headline:** feel that to work or claim benefits is simply a choice individuals should be free to make – there is no right or wrong about it. Will work if/when the 'right job' comes along.

**Proportion of whole:** 9% (sample size: 214)

**Overall research insights:** don't see a problem with living on benefits - in fact being out of work is the norm. No work history or one of temporary or casual labour could be a catalyst for them saying they enjoy a life on benefits. However, a lack of self-confidence suggests this stance may be defensive in nature – they do not want to risk putting themselves out there in case they fail.

#### Attitudes and behaviour

##### Attitudes towards job seeking:

- Not convinced they could get or keep a job even if they tried

## **Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain**

- Few believe they would make a good impression at interview
- Many do not feel they could hold down a job if they were offered one
- Believe work is out there but not that they could do it
  - Few feel there are not enough vacancies for everyone at the moment
  - Believe that there are practical barriers to working - few feel able to work in their circumstances
- Refuse to compromise on type of work: not willing to put themselves out there
  - Unwilling to compromise on pay and responsibility
  - Unwilling to retrain or take an interim job
- Have not set themselves a deadline for getting a job
  - Few have made a commitment to themselves to get a job by a certain date

### **Attitudes towards work:**

- Report that life ticks along, albeit a bit dull and empty at times
  - Some struggle to keep busy
  - But some find enjoyment in being out of work
- Believe work is not that important and would not make them happier
  - Few agree that they would be happier/more fulfilled in work
  - Few feel that work allows you to contribute properly to society
- Not especially affected by the financial pressures of being out of work
  - Few feel that it is difficult to live on their current income.
- Do not feel under any obligation to get a job – being out of work is ‘the norm’ where they live
  - The proportion who find being unemployed embarrassing is not especially high
  - Few agree that work makes you a better role model

### **Job seeking intention and behaviour**

- Around half want to or would prefer to be in work in the next three months
- Around half are actively looking for work
- Average weekly activity:
  - Researching types of paid work – 2 hours
  - Checking for vacancies – 3 hours
  - Preparing or updating CV – 2 hours
  - Applying for jobs – 3 hours
  - Attending job interviews - 2 hours

### **Communication channels:**

- Preferred channels for getting information, support and advice in relation to paid work are as follows:
  1. Jobcentre/Jobcentre Plus
  2. Word of mouth
  3. General media (newspapers/TV/radio)

## Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain

### 4. Directgov

- Less likely than average to have used any of these channels
- Jobcentre Plus is their most trusted source

### Key attitudinal and behavioural data:

	% of this segment	% overall sample
<b>Job seeking attitudes</b>		
I can make a good impression/come across well in an interview (confident/very confident)	11%	31%
I can hold down/keep a job if offered one (confident/very confident)	16%	39%
There just aren't enough vacancies for everyone at the moment	19%	50%
I am able to work in my circumstances (confident/very confident)	12%	31%
Willingness to compromise on the level of responsibility in next three months (extremely/very willing/already have)	4%	26%
Willingness to compromise on the level of pay in next three months (extremely/very willing/already have)	3%	16%
Willingness to compromise by taking an interim job in next three months (extremely/very willing/already have)	5%	23%
Willingness to train to refresh or get new skills or qualifications in next three months (extremely/very willing/already have)	11%	35%
I have made/would make a commitment to myself to find a job by a certain date	20%	16%
<b>Attitudes towards work</b>		
Being out of paid work, I would struggle to keep myself busy	35%	26%
If I'm honest I quite enjoy not having to go to work	29%	22%
I would be a happier/more fulfilled person if I was [back] in paid work	19%	46%
Being in paid work allows you to contribute properly to society	22%	47%
It is/would be difficult for me to live on my current income	29%	43%
Telling people you are not working is/would be embarrassing	23%	34%
Having paid work makes you a better role model for those close to you	20%	46%
<b>Job seeking intention/behaviour</b>		
I want to be in paid work within the next three months (definitely want to/would prefer)	48%	60%

## Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain

Not working but actively looking for work	54%	48%
<b>Communication channels (used / most trusted)</b>		
Jobcentre Plus	56% / 41%	66% / 37%
Word of mouth	20% / 4%	41% / 12%
General Media	16% / 3%	37% / 6%
Directgov	16% / 6%	20% / 3%

Base: 214 for 'Status quo seekers' segment, 2216 overall

All attitudinal data represents those who agree/agree strongly unless otherwise stated.

### Profile

	% of this segment	% overall sample
<b>General profile – key differences</b>		
Living with partner	41%	26%
Socio-economic group: DE	65%	59%
Working status of partner/spouse - not in paid work, claiming benefits	44%	33%
Non-Christian faith	16%	9%
<b>Previous employment</b>		
Never worked	12%	7%
Spent most of my time not working	26%	20%
Temporary or casual labour	25%	15%
<b>Current situation</b>		
Out of work for between 6 - 24 months	30%	20%
Some/most/all friends on benefits or not in paid work	60%	42%
Some/most/all family members on benefits or not in paid work	53%	33%
<b>Benefits/Job seeking</b>		
JSA	29%	27%
Facing redundancy	2%	5%
Lone parent	12%	13%
IB/ESA	30%	30%
Other non-working, looking for paid work	17%	13%
Other non-working, not looking for paid work	11%	13%

Base: 214 for 'Status quo seekers' segment, 2216 overall

### 3.2.5 Constrained by circumstance

**Headline:** feel trapped by personal circumstances that make 'normal' work seem impractical - desire the job 'in a million' that can fit in around them

**Proportion of whole:** 13% (sample size: 276)

**Overall research insights:** have worked before and have a strong desire to work again, but they do not see how they can. In their minds, their personal circumstances have rendered work extremely unlikely. Jobs may exist but they feel that they are effectively excluded from them by practical considerations, as well as by the perceived attitude of employers. They feel trapped in a life they did not choose and feel 'looked down on' by society.

### ***Attitudes and behaviour***

#### **Attitudes towards job seeking:**

- Not confident employers would even consider them given their situation
  - Few believe employers would be willing to offer them an interview
- Circumstances are felt to be an insurmountable barrier: jobs exist but they do not see how they could do them
  - Do not feel that there are insufficient vacancies for the type of work they would like to do
  - But believe that they are unable to work in their circumstances
- Only willing to consider training/ volunteering – do not feel excluded from these
  - Willing to consider voluntary work/work experience or to re-train to refresh skills
- Trapped – can not set a deadline for getting a job
  - Have not made a commitment to themselves to get a job by a certain date

#### **Attitudes towards work:**

- Have suffered emotionally as a result of being out of work
  - Feel lonely and isolated
  - Agree that not having work has reduced their self-confidence
- Associate work with feelings of self-worth and think they would be happier working
  - Feel work allows you to contribute to society
  - Would be happier/more fulfilled (back) in work
- Though they rely on benefits, they would rather reap the rewards of a wage
  - Do not think that it is better to have a steady income on benefits than trying to earn a wage, even if that means surviving on less
  - Disagree that everyone has a right to rely on benefits
- Very self-conscious about being out of work: feel 'looked down on' by society
  - Feel society looks down on them
  - Do not agree that so many people are out of work that it does not reflect badly on the individual

#### **Job seeking intention and behaviour**

- Most want to or would prefer to be in work in the next three months
- Many are not actively looking for work

## Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain

- Average weekly activity:
  - Researching types of paid work – 2 hours
  - Checking for vacancies – 3 hours
  - Preparing or updating CV – 1 hour
  - Applying for jobs – 1 hour
  - Attending job interviews – 1 hour

### Communication channels:

- Preferred channels for getting information, support and advice in relation to paid work are as follows:
  1. Jobcentre/Jobcentre Plus
  2. Word of mouth
  3. General media (newspapers/TV/radio)
  4. Recruitment agencies
- This segment is slightly more likely than average to have used these channels, particularly JCP
- Most trusted sources of information are Jobcentre Plus, word of mouth, and general media

### Key attitudinal and behavioural data:

	% of this segment	% overall sample
<b>Job seeking attitudes</b>		
Employers would want to offer me an interview (confident/very confident)	12%	22%
There aren't/wouldn't be enough vacancies for the type of work I want to do	18%	34%
I am able to work in my circumstances (confident/very confident)	13%	31%
Willingness to do voluntary work/work experience in next three months (extremely/very willing/already have)	32%	19%
Willingness to train to refresh or get new skills or qualifications in next three months (extremely/very willing/already have)	49%	35%
I have made/would make a commitment to myself to find a job by a certain date	7%	16%
<b>Attitudes towards work</b>		
It can/would often be lonely and isolating being out of paid work	69%	43%
Not having paid work reduces your self-confidence	68%	42%
Being in paid work allows you to contribute properly to society	71%	47%

## Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain

I would be a happier/more fulfilled person if I was [back] in paid work	68%	46%
It is better to have a steady income on benefits than trying to earn a wage, even if that means surviving on less	5%	17%
Everyone has a right to rely on benefits	10%	24%
Society looks down on people who don't have paid work, or who are on benefits	65%	46%
So many people are out of work at the moment, it no longer reflects badly on the individual	13%	29%
<b>Job seeking intention/behaviour</b>		
I want to be in paid work within the next three months (definitely want to/would prefer)	75%	60%
Not working but actively looking for work	26%	48%
<b>Communication channels (used / most trusted)</b>		
Jobcentre Plus	76% / 40%	66% / 37%
Word of mouth	48% / 9%	41% / 12%
General Media	43% / 8%	37% / 6%
Recruitment agencies	29% / 3%	27% / 6%

Base: 276 for 'Constrained by circumstance' segment, 2216 overall

All attitudinal data represents those who agree/agree strongly unless otherwise stated.

### Profile

	% of this segment	% overall sample
<b>General profile – key differences</b>		
Female	58%	51%
Aged 40-54	40%	31%
Living alone	50%	42%
Low household income	74%	66%
Ex-forces	8%	3%
Have significant debts or money problems	27%	17%
<b>Previous employment</b>		
Worked solidly without a break (until now)	29%	23%
Worked solidly with one or two breaks	36%	29%
<b>Current situation</b>		
Out of work for two years or more	71%	47%
Main reason for being out of work at the moment: mental or physical disability or impairment/signed off work by GP	59%	35%
Main reason for being out of work at the moment: at home looking after children under 16 as a lone parent	25%	19%

<b>Benefits/Job seeking</b>		
JSA	14%	27%
Facing redundancy	2%	5%
Lone parent	22%	13%
IB/ESA	51%	30%
Other non-working, looking for paid work	2%	13%
Other non-working, not looking for paid work	9%	13%

*Base: 276 for 'Constrained by circumstance' segment, 2216 overall*

*Low household income is defined as up to £18,950 per annum for households with children under 16, and up to £12,400 for those without.*

### 3.2.6 Defeated by circumstance

**Headline:** lack of belief in their capability means they have resigned themselves to life without work

**Proportion of whole:** 11% (sample size: 242)

**Overall research insights:** this group's confidence has declined over a long period of unemployment and they lack belief in their own capability to work. They have given up on the idea of working and fully understand why, as they perceive it, employers would not want to hire them. They have accepted where they are and have adjusted to this reality. They may not like their situation but it has become familiar and 'safe'.

#### ***Attitudes and behaviour***

##### **Attitudes towards job seeking:**

- Absolutely no confidence in their ability to look for/find/hold down job
  - Do not believe that employers would offer them an interview or a job
  - Not confident they could hold down a job
- Do not believe it is worth looking for work: think there are no jobs that would suit them/their circumstances and employers would not consider them
  - Few feel able to work in circumstances
  - Believe that there are insufficient vacancies for the type of work they would be looking for
- Do not believe compromise is a relevant option – what they can/can not do feels beyond their control
  - Unwilling (or unable?) to compromise on elements of the job, including pay and flexibility of hours
  - Not willing to arrange for someone else to replace their role at home
- Do not feel they can do anything to change their situation
  - Few have made a commitment to themselves to find a job by a certain date
  - Agree that there is little they can do to change their life

##### **Attitudes towards work:**



## Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain

- Feel lonely and isolated without work but have become resigned to their situation
  - Agree that being out of work has affected their self-confidence
  - Have come to accept being out of paid work
- Work is not on their radar – not something they think they could do
  - Feel it would be difficult to accept work if it was offered to them
  - The thought of work makes them nervous
- Feel that benefits provide a reliable, steady income and that work would not improve their finances
  - Some feel they would not be better off financially so it is not worth working
  - Disagree that it is against their principles to rely on benefits
- Do not feel 'different' for but do feel 'looked down on' for being out of work
  - Agree that society looks down on those who are out of work
  - Agree that it is normal to be out of work where they live

### Job seeking intention and behaviour

- Few definitely want to or would prefer to be in work in the next three months
- Many are not actively looking for work
- Average weekly activity:
  - Researching types of paid work – 1 hour
  - Checking for vacancies – 1 hours
  - Preparing or updating CV – Less than half an hour
  - Applying for jobs – 1 hour
  - Attending job interviews - Less than half an hour

### Communication channels:

- Preferred channels for getting information, support and advice in relation to paid work are as follows:
  1. Jobcentre/Jobcentre Plus
  2. Word of mouth
  3. General media (newspapers/TV/radio)
  4. DWP
- Slightly more likely than average to have used DWP and medical professionals
- Most trusted sources of information are Jobcentre Plus, and word of mouth

### Key attitudinal and behavioural differences:

	% of this segment	% overall sample
<b>Job seeking attitudes</b>		
Employers would want to offer me an interview (confident/very confident)	2%	22%

## Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain

Employers will want to offer me a job (confident/very confident)	1%	20%
I can hold down/keep a job if offered one (confident/very confident)	8%	39%
I am able to work in my circumstances (confident/very confident)	5%	31%
There aren't/wouldn't be enough vacancies for the type of work I want to do	65%	34%
Willingness to arrange for someone else to take my place at home (extremely/very willing/already have)	5%	15%
Willingness to compromise on the level of pay in the next three months (extremely/very willing/already have)	7%	16%
Willingness to compromise on flexibility of working hours in next three months (extremely/very willing/already have)	5%	24%
I have made/would make a commitment to myself to find a job by a certain date	2%	16%
There is little I can do to change my life (definitely agree/tend to agree)	67%	44%
<b>Attitudes towards work</b>		
Not having paid work reduces your self-confidence	55%	42%
Not having paid work is something I have come to accept	49%	33%
It would be difficult for me to accept paid work now even if I was offered it	58%	30%
The thought of being in paid work makes/would make me nervous	37%	19%
It is/would not be worth having paid work as I wouldn't be any better off financially	32%	17%
It is against my principles to rely on benefits	7%	27%
Society looks down on people who don't have paid work, or who are on benefits	59%	46%
It is normal to be out of paid work where I live	30%	17%
<b>Job seeking intention/behaviour</b>		
I want to be in paid work within the next three months (definitely want to/would prefer)	35%	60%
Not working but actively looking for work	32%	48%
<b>Communication channels (used / most trusted)</b>		
Jobcentre Plus	62% / 37%	66% / 37%
Word of mouth	30% / 9%	41% / 12%
General Media	23% / 3%	37% / 6%
Directgov	16% / 4%	20% / 3%

## Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain

Base: 242 for 'Defeated by circumstance' segment, 2216 overall

All attitudinal data represents those who agree/agree strongly unless otherwise stated.

### Profile

	% of this segment	% overall sample
<b>General profile – key differences</b>		
Aged 45+	46%	37%
No children	46%	40%
Living alone	58%	42%
Low household income (if no children under 16)	48%	38%
No formal qualifications	44%	24%
Have problems with alcohol or drug dependency	15%	5%
Have numeracy or literacy issues	12%	5%
Have problems with the law or a previous criminal record	10%	5%
<b>Previous employment</b>		
Spent most of my time not working	31%	20%
Spent about as much time working as not working	29%	20%
<b>Current situation</b>		
Out of work for 5 years or more	62%	33%
Main reason for being out of work at the moment: mental or physical disability or impairment	67%	31%
<b>Benefits/Job seeking</b>		
JSA	13%	27%
Facing redundancy	*	5%
Lone parent	9%	13%
IB/ESA	67%	30%
Other non-working, looking for paid work	3%	13%
Other non-working, not looking for paid work	7%	13%

Base: 242 for 'Defeated by circumstance' segment, 2216 overall

Low household income is defined as up to £18,950 per annum for households with children under 16, and up to £12,400 for those without.

\* small base

### 3.2.7 Benefits are better

**Headline:** feel fully justified being on benefits and believe they have discovered that life without the added complication of work has much to recommend it

**Proportion of whole:** 11% (sample size: 245)

**Overall research insights:** this segment lead what they consider to be full, busy lives and feel completely entitled to live on benefits as they think they already have enough going on without work. As they do not tend to have positive work experiences to draw on, they do not believe that the benefits (money) would outweigh the

drawbacks (stress). They will not take on a job for the sake of it, so they have opted out of work altogether.

### ***Attitudes and behaviour***

#### **Attitudes towards job seeking:**

- Have no confidence in their ability to look for, find, work or hold down a job
  - Few believe employers would offer them an interview or a job
  - Lack confidence in their ability to hold down a job
- Unwilling to risk benefits status for a job they do not think exists
  - Feel that their circumstances prevent them from working
  - Believe the hassle of getting back into the benefits system means that work is not worth it
- Believe compromise is not feasible given their circumstances – they think they need work to fit around them
  - Unwilling to make compromises on factors such as pay, responsibility, and industry sector
  - Few are willing to find someone to replace their role at home
- Do not feel they can change situation but trying to make the best of things
  - Have not made a commitment to themselves to find a job by a certain date
  - Agree that there is little they can do to change their life

#### **Attitudes towards work:**

- Lead busy lives and admit they quite enjoy not having to work
  - Do not struggle to keep busy
  - Many enjoy not having to work
- Totally unconvinced of the benefits of work, just another thing to 'deal with'
  - Disagree they would be happier or more fulfilled in work
  - Do not think that it is important to earn your own money
- Feel their reliance on benefits is fully justified and have learnt to get by okay
  - Disagree that it is against their principles to rely on benefits
  - Agree that it is not worth working as they would not be better off financially
- Do not feel judged for being out of work - in fact, their family would prefer them not to work
  - Do not feel under pressure from family to get work
  - Agree that their dependents would rather they did not work

#### **Job seeking intention and behaviour**

- Many definitely do not want to or would prefer not to be in work in the next three months
- Most are not actively looking for work
- Average weekly activity:
  - Researching types of paid work – less than half an hour

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- Checking for vacancies – less than half an hour
- Preparing or updating CV – less than half an hour
- Applying for jobs – less than half an hour
- Attending job interviews - less than half an hour

### Communication channels:

- Preferred channels for getting information, support and advice in relation to paid work are as follows:
  1. Jobcentre/Jobcentre Plus
  2. Word of mouth
  3. General media (newspapers/TV/radio)
  4. Careers services
- Less likely than average to have used these channels
- Most trusted sources of information are Jobcentre Plus, followed by word of mouth

### Key attitudinal and behavioural data:

	% of this segment	% overall sample
<b>Job seeking attitudes</b>		
Employers would want to offer me an interview (confident/very confident)	2%	22%
Employers will want to offer me a job (confident/very confident)	2%	20%
I could hold down/keep a job if offered one (confident/very confident)	4%	39%
I am able to work in my circumstances (confident/very confident)	3%	31%
I expect the hassle of getting back into the benefits system means its not worth taking paid work if you have started claiming	60%	17%
Willingness to compromise on the level of pay in the next three months (extremely/very willing/already have)	2%	16%
Willingness to compromise on the level of responsibility in the next three months (extremely/very willing/already have)	4%	26%
Willingness to consider an industry sector haven't worked in before/not trained for in next three months (extremely/very willing/already have)	5%	28%
Willingness to arrange for someone else to take my place at home (extremely/very willing/already have)	2%	15%
I have made/would make a commitment to myself to find a job by a certain date	1%	16%

## Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain

There is little I can do to change my life (definitely agree/tend to agree)	72%	44%
<b>Attitudes towards work</b>		
Being out of paid work, I would struggle to keep myself busy	5%	26%
If I'm honest I quite enjoy not having to go to work	52%	22%
I would be a happier/more fulfilled person if I was [back] in paid work	2%	46%
It is important to me to earn my own money rather than rely on benefits [or other people]	2%	50%
It is against my principles to rely on benefits	2%	27%
It is/would not be worth having paid work as I wouldn't be any better off financially	64%	17%
I feel under a lot of pressure from people in my family to get paid work	3%	17%
The people who depend on me would rather I wasn't in paid work	49%	18%
<b>Job seeking intention/behaviour</b>		
I want to be in paid work within the next three months (definitely want to/would prefer)	5%	60%
I definitely want/would prefer to be in paid work at some point in the future	10%	28%
Not working but actively looking for work	26%	48%
<b>Communication channels (used / most trusted)</b>		
Jobcentre Plus	42% / 34%	66% / 37%
Word of mouth	19% / 13%	41% / 12%
General Media	10% / 1%	37% / 6%
Careers service	6% / 2%	18% / 2%

Base: 245 for 'Benefits are better' segment, 2216 overall

All attitudinal data represents those who agree/agree strongly unless otherwise stated.

### Profile

	% of this segment	% overall sample
<b>General profile – key differences</b>		
Female	61%	51%
Living alone	53%	42%
Have children under 16 at home	44%	35%
No formal qualifications	52%	24%
Socio-economic group: DE	73%	59%
Low household income (if have children under 16 in	39%	28%

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household)		
Working status of partner/spouse - not in paid work, claiming benefits	59%	33%
Have problems with alcohol or drug dependency	15%	5%
Have numeracy or literacy issues	11%	5%
Have problems with the law or a previous criminal record	10%	5%
<b>Previous employment</b>		
Never worked	15%	7%
Spent most of my time not working	48%	20%
<b>Current situation</b>		
Main reason for being out of work at the moment: mental disability or impairment	20%	11%
Main reason for being out of work at the moment: at home looking after children under 16 as a lone parent	31%	19%
Out of work for 2 years or more	74%	47%
<b>Benefits/Job seeking</b>		
JSA	12%	27%
Facing redundancy	13%	5%
Lone parent	46%	13%
IB/ESA	6%	30%
Other non-working, looking for paid work	*	13%
Other non-working, not looking for paid work	23%	13%

*Base: 245 for 'Benefits are better' segment, 2216 overall*

*Low household income is defined as up to £18,950 per annum for households with children under 16, and up to £12,400 for those without.*

*\* small base*

### 3.2.8 Home focused

**Headline:** in putting family first, they have found what they feel is an alternative and more satisfying purpose in life so do not feel 'out of work' – there is no void to fill

**Proportion of whole:** 11% (sample size: 240)

**Overall research insights:** this segment feels that they are putting their family first and enjoy the sense of moral high ground and 'job' satisfaction this affords. They have a strong sense of purpose and do not feel 'out of work' - there is no void to fill. They are happy and content, their family is happy and content – they do not believe that work could improve things.

#### **Attitudes and behaviour**

##### **Attitudes towards job seeking:**

- Ability to look for, find, or hold down a job is not perceived as a barrier
  - No defining characteristics in terms of self-efficacy – for example, belief in their ability to find out about vacancies is around average as is belief in their ability to come across well in interviews

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- Single perceived insurmountable obstacle is reluctance to replace themselves
  - Agree that they could not find anyone to replace them at home
- For paid work to be a consideration, it would have to fit around their other priorities
  - Unwilling to compromise on factors such as travel time, pay and flexible hours
- Work is not even on their radar
  - Few have made a commitment to themselves to find a job by a certain date

### **Attitudes towards work:**

- Have a strong sense of purpose, leading fulfilled/meaningful lives, supported by family
  - Have a strong sense of purpose even though not in paid work
  - Not having paid work has given them a chance to spend time on what is important
  - Few struggle to keep busy, or feel angry or frustrated
- They are convinced the grass is greener where they are, not in the workplace
  - Do not think that they would be happier or more fulfilled at work
  - Believe that family is more important than a career
  - Few believe that it is important to earn your own money
- Not struggling financially without paid work, even if not claiming
  - Happy with their standard of living
  - Used to not working so get by okay
- Their environment actively supports them being out of work
  - Don't feel under pressure from family to get work
  - Agree their dependents would rather they did not work

### **Job seeking intention and behaviour**

- Most definitely do not want to or would prefer not to be in work in the next three months
- Most are not actively looking for work
- Average weekly activity:
  - Researching types of paid work – 1 hour
  - Checking for vacancies – 1 hour
  - Preparing or updating CV – less than half an hour
  - Applying for jobs – less than half an hour
  - Attending job interviews - less than half an hour

### **Communication channels:**

- Preferred channels for getting information, support and advice in relation to paid work are as follows:
  1. Jobcentre/Jobcentre Plus
  2. Word of mouth



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3. General media (newspapers/TV/radio)
  4. Recruitment agencies
- Less likely than average to have used these channels
  - Most trusted sources of information are Jobcentre Plus, followed by word of mouth and general media

### Key attitudinal and behavioural data:

	% of this segment	% overall sample
<b>Job seeking attitudes</b>		
I have the resources to find out about the latest vacancies (confident/very confident)	39%	38%
I can make a good impression/come across well in an interview (confident/very confident)	31%	31%
I cannot/wouldn't be able to find someone to replace my role at home	42%	19%
Willingness to compromise on time taken to travel to work in the next three months (extremely/very willing/already have)	7%	21%
Willingness to compromise on the level of pay in the next three months (extremely/very willing/already have)	8%	16%
Willingness to compromise on flexibility of working hours in next three months (extremely/very willing/already have)	10%	24%
I have made/would make a commitment to myself to find a job by a certain date	4%	16%
<b>Attitudes towards work</b>		
Although I am not in paid work I have a strong sense of purpose in my daily life	83%	39%
Not having paid work has given/would give me the chance to spend more time on what's really important in life	67%	26%
Being out of paid work, I would struggle to keep myself busy	2%	26%
I am/would be angry and frustrated that I don't/didn't have paid work	2%	35%
I would be a happier/more fulfilled person if I was [back] in paid work	6%	46%
My family is more important to me than a career (definitely/tend to agree)	81%	65%
It is important to me to earn my own money, rather than rely on benefits or other people	22%	50%
I am/would be happy with my standard of living [if I were to lose my job] (definitely/tend to agree)	55%	33%

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I have got/would get used to not having paid work so I would get by okay	42%	21%
I feel under a lot of pressure from people in my family to get paid work	4%	17%
The people who depend on me would rather I wasn't in paid work	41%	18%
<b>Job seeking intention/behaviour</b>		
I want to be in paid work within the next three months (definitely want to/would prefer)	20%	60%
Not working but actively looking for work	19%	48%
<b>Communication channels (used / most trusted)</b>		
Jobcentre Plus	45% / 25%	66% / 37%
Word of mouth	29% / 10%	41% / 12%
General Media	24% / 5%	37% / 6%
Recruitment agencies	14% / 3%	27% / 6%

Base: 240 for 'Home focused' segment, 2216 overall

All attitudinal data represents those who agree/agree strongly unless otherwise stated.

### Profile

	% of this segment	% overall sample
<b>General profile – key differences</b>		
Female	72%	51%
Living with spouse	22%	13%
Have children under 16 at home	49%	35%
Aged 55-64	23%	15%
Socio-economic group: DE	69%	59%
Low household income	78%	66%
Receive financial support from close family	16%	11%
<b>Previous employment</b>		
Never worked/spent most of my time not working	33%	27%
Worked solidly without a break/with one or two breaks	45%	52%
Worked mainly full time	61%	61%
<b>Current situation</b>		
Out of work for 2 years or more	70%	47%
Main reason for being out of work at the moment: at home looking after children under 16 as a lone parent/with a partner spouse	39%	22%
<b>Benefits/Job seeking</b>		
JSA	8%	27%
Facing redundancy	1%	5%

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Lone parent	18%	13%
IB/ESA	26%	30%
Other non-working, looking for paid work	4%	13%
Other non-working, not looking for paid work	43%	13%

*Base: 240 for 'Home focused' segment, 2216 overall*

*Low household income is defined as up to £18,950 per annum for households with children under 16, and up to £12,400 for those without.*

## 4 Conclusion

The segmentation model outlined in this report demonstrates that the out-of-work audience can be segmented by attitudes, beliefs and behaviour towards work. It allows us to understand the wide range of influences acting upon our customers' decisions in relation to work and job seeking and to view our customer base from a different perspective - one that is not defined by benefit or life stage.

For example, this illustrates that not all customers claiming Jobseeker's Allowance feel the same way about job seeking – they have differing levels of confidence; some are willing to compromise on the type of work they are looking for; some are encouraged by family and friends to return to work, while others are influenced by social environments which suggest that being out of work is the norm.

The segmentation model allows us to group customers according to influencing factors such as their levels of confidence and willingness to compromise regardless of the benefit they claim. This enables us to understand their beliefs and behaviours towards work and respond accordingly. This will ultimately enable us to develop more effective, targeted communications and interventions for our customers that will bring about change in these beliefs and behaviours.

# Appendix A: Questionnaire

## INTRODUCTION:

Good morning/afternoon/evening. My name is ... from Indiefield, an independent research organisation. We are conducting some research on behalf of the Department for Work and Pensions about the everyday experiences and challenges faced by people who are either not in paid work currently, or who are facing redundancy. Is there anyone in the home who fits one of those descriptions and who might be willing to take part in this research?

The interview will take about 30 minutes and we would be grateful if you or they can take part.

Are you willing to take part?

- Yes - CONTINUE
  - No – THANK AND CLOSE
- 
- This is a survey about how people feel about not being in paid work, it is being carried out by an independent market research company and all information is completely confidential and anonymous. The survey is being conducted by the Department for Work and Pensions and the data will be used to help them better understand what life is like for people that are out of work or facing redundancy. The study will not affect any benefits you may be claiming.
  - I would also like to reassure you that as a member of the Market Research Society, we abide by a strict code of conduct which ensures that all of the information we collect is kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.
  - The DWP may wish to link the results obtained from this survey with the results of other research, either conducted by DWP or other organisations. This will allow them to add value to this research, and would **not** involve disclosing your personal information to anyone else.

**ONCE TALKING TO THE APPROPRIATE PERSON, ASK SCREENING QUESTIONS S1 – S12**

**MAIN GROUPS RECRUITING FOR....**

<b>Group Name</b>	<b>Definition / Who is included?</b>
Jobseeker (JSA)	Not working <b>Not</b> a lone parent  Currently claiming Jobseeker’s Allowance (JSA) either in own name or as part of a joint claim
Disabled (IB / ESA)	Not working Claiming either Incapacity Benefit (IB) or Employment and Support Allowance (ESA)
Lone parent	Not working, staying at home to look after children under 16 Claiming either Income Support or Jobseeker’s Allowance (JSA)
Other Non-working / looking for work	Not working, but looking for work <b>Not</b> claiming any of Jobseeker’s Allowance (JSA), Incapacity Benefit (IB) or Employment and Support Allowance (ESA) (note - partner could be claiming Income Support on their behalf)
Other Non-working / <b>not</b> looking for work / low Household Income	Not working and <b>not</b> looking for work <b>Not</b> claiming any of Jobseeker’s Allowance (JSA), Incapacity Benefit (IB) or Employment and Support Allowance (ESA) (note - partner could be claiming Income Support on their behalf) Household income below threshold level
Facing redundancy	Currently working but facing redundancy

**SCREENER**

- S1 Firstly, which of the following best describes your current working status?  
**READ OUT (SC)**  
 IF NECESSARY EXPLAIN: by paid work we mean work you have undertaken either as an employee or as someone who is self-employed  
 IF NECESSARY EXPLAIN: by actively looking for work, we mean you are without a job, want a job, have actively sought work in the last 4 weeks and are available to start work in the next 2 weeks

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Not working, but actively looking for paid work.....	1	
Not working and <b>not</b> looking for paid work.....	2	
Working part time (under 30 hours).....	3	SKIP TO S5
Working full time (30+ hours) .....	4	SKIP TO S5
Retired early and claiming benefits (IB or JSA).....	5	
-----		
Retired and receiving state pension .....	5	CLOSE
Retired early and not claiming benefits .....	6	CLOSE
Student.....	6	CLOSE
Other .....	7	CLOSE

**SHOWSCREEN**

S2a I'd now like to show you some possible reasons for why you might not have paid work at the moment. Please can you tell me which of these reasons apply to you? You can choose as many answers as apply to you. (MC)

**ASK S2a IF MENTION MORE THAN ONE REASON AT S2a**

S2b Which of these is the **main reason** for you not having paid work at the moment? (SC)

- Physical disability or impairment  
e.g. difficulties with mobility, lifting carrying or moving objects, using your hands to carry out everyday tasks, bladder/bowel control, speech/hearing/eyesight or physical co-ordination/balance ..... 1
- Mental disability or impairment  
e.g. depression, stress, anxiety, difficulties with memory or ability to concentrate/learn/understand..... 2
- Signed off work by GP for health condition ..... 3
- At home looking after children under 16 as a lone parent ..... 4
- At home looking after children under 16 with a partner/spouse .. 5
- A carer for a relative..... 6
- A carer for someone else ..... 7
- Recently made redundant ..... 8
- Left job voluntarily (e.g. did not like it) ..... 9
- Own business recently folded ..... 10
- Self-employed and contract came to an end/between contracts 11
- Moved house..... 12
- Looking but unable to find a job ..... 13
- Don't want to work..... 14
- Other (PLEASE SPECIFY)..... 15

**ONLY ASK S2c IF DISABILITY/HEALTH CONDITION (ANY OF CODES 1, 2, 3 AT S2a). OTHERS TO S3a**

S2c. Do you think your health condition will affect your ability to work on a temporary basis or on a permanent basis? (SC)

- Temporarily ..... 1
- Permanently ..... 2
- Don't know ..... 3



**ASK ALL  
SHOWSCREEN**

S3a Which, if any, of the following benefits are you claiming in your own name and are paid directly to you? (MC)

**DO NOT ASK S3b IF LONE PARENT (CODE 4 AT S2a)**

S3b Which, if any of these benefits are claimed on your behalf by a spouse or partner i.e. the payment is made to them as part of a joint claim? (MC)

**NOTE FOR SCRIPTING – CODES 2/3/4 CANNOT BE MULTI-CODED)**

Jobseeker’s Allowance (JSA).....	1	.....	1	
Incapacity benefit – full benefit.....	2	.....	2	
Incapacity benefit – National Insurance contributions only.....	3	.....	3	3
Employment and Support Allowance (ESA) .....	4	.....	4	
Income Support (IS) .....	5	.....	5	
Severe Disablement Allowance.....	CLOSE		CLOSE	
Housing benefit .....	6	.....	6	
Carers Allowance .....	7	.....	7	
Council tax benefit.....	8	.....	8	
Child tax credit .....	9	.....	9	
Working family tax credit .....	10	.....	10	
Disability living allowance.....	11	.....	11	
Other benefits.....	12	.....	12	
None / Not claiming benefits .....	13	.....	n/a	
None / Partner not claiming benefits on my behalf..	n/a	.....	13	

**ASK S4 ONLY OF THOSE ON IB/ESA (CODES 2, 3, 4 AT EITHER S3a OR S3b)  
SHOW SCREEN**

S4 Some of the questions in this survey may not be relevant to people who are unable to work as a result of a particular health condition. To help us understand your situation, please could you have a look at this list and let me know if any of these conditions apply to you – you don't have to tell me which one. We realise this is a personal question but please be assured your responses will not be used for anything other than research purposes. (SC)

- Receiving treatment by way of chemotherapy, or recently recovering from chemotherapy
- Infectious diseases that are excluded by Public Health Order, such as typhoid, salmonella and hepatitis
- Receiving regular treatment for chronic renal failure by way of haemodialysis
- Receiving regular treatment by way of plasmapheresis or radiotherapy
- Receiving regular treatment by way of total parenteral nutrition for gross impairment of enteric function
- Quadriplegia
- Suffering from a terminal illness
- Pregnant and also have a serious health condition

- I have one of these conditions.....1 CLOSE
- I don't have any of these conditions .....2 CONTINUE
- Prefer not to say.....3 CLOSE

**S5 ONLY FOR THOSE CURRENTLY WORKING (S1 CODE 3, 4)**

S5 How likely are you to be made redundant in the next couple of months? (SC)

Already been made redundant / working out notice ...	1	CONTINUE
Very likely .....	2	CONTINUE
Fairly likely .....	3	CONTINUE
-----		
Not very likely .....	4	CLOSE
Not at all likely .....	5	CLOSE
Don't know (DO NOT SHOW) .....	6	CLOSE

**ASK ALL. SHOW SCREEN**

S6a Which of these best describes your living situation? (SC)

Living alone .....	1
Living with partner .....	2
Living with spouse .....	3
Living with parents .....	4
Living with friends.....	5
Living with other adults.....	6

**SHOW SCREEN**

S6b And which of these best describes your family situation? (SC)

Have children at home, at least one under 16.....	1
Have children at home, all aged over 16.....	2
Have children but have left home.....	3
Don't have children .....	4

**IF CHILDREN UNDER 16 AT HOME (S6b CODE 1)**

S6c What is the age of your youngest child? (SC)

**RECORD ACTUAL AGE AND THEN CODE INTO THE FOLLOWING BANDS FOR QUOTA PURPOSES**

Under 5 (pre school) .....	1	} CHECK QUOTA
5 – 9 .....	2	
10 – 11 .....	3	
12 – 15 .....	4	

**SHOW SCREEN**

S7 Which of the following bands best describes your weekly, monthly or annual, household income **after tax**? (SC)

**FOR THOSE WITH CHILDREN UNDER 16 (S6b CODE 1)**  
Up to £18,950 (£1,579 per month / £361 per week)... 1  
£18,950 or more.....2

**FOR THOSE WITHOUT CHILDREN UNDER 16 (S6b CODE 2, 3, 4)**  
Up to £12,400 (£1,033 per month / £236 per week)... 1  
£12,400 or more.....2  
Prefer not to say (DO NOT SHOW) .....3

**QUALIFYING CRITERIA ...**

<b>Group Name</b>	<b>Definition / Who is included?</b>	<b>Codes Needed to Qualify</b>
Jobseeker (JSA)	Not working	S1 CODE 1 OR 2 OR 5
	Not lone parent	<b>NOT</b> S2a CODE 4
	Currently claiming Jobseeker's Allowance (JSA)	S3a OR S3b CODE 1
Disabled (IB / ESA)	Not working	S1 CODE 1 OR 2 OR 5
	Claiming either Incapacity Benefit (IB) or Employment and Support Allowance (ESA)	S3a CODE 2,3,4
Lone parent	Not working	S1 CODE 1 OR 2
	At home looking after children as lone parent	S2a CODE 4
	Claiming either Income Support or Jobseeker's Allowance (JSA)	S3a CODE 1 OR 5
Other Non-working / looking for paid work	Not working / but looking	S1 CODE 1
	<b>Not</b> claiming any of Jobseeker's Allowance (JSA), Incapacity Benefit (IB) or Employment and Support Allowance (ESA)	<b>NOT</b> S3a or S3b CODES 1-4
Other Non-working / <b>not</b> looking for paid work / low HH inc	Not working / not looking	S1 CODE 2
	<b>Not</b> claiming any of Jobseeker's Allowance (JSA), Incapacity Benefit (IB) or Employment and Support Allowance (ESA)	<b>NOT</b> S3a or S3b CODES 1-4
	Low Household Income	S7 code 1 (either of them)
Facing redundancy	Currently working	S1 CODE 3 OR 4
	Facing redundancy	S5 CODES 1-3

**QUALIFY CODE WHICH GROUP QUALIFY FOR (SC)**

- Jobseeker (JSA)..... 1
- Disabled (IB/ESA) ..... 2
- Lone parent ..... 3
- Other non-working / looking for paid work ..... 4
- Other non-working / **NOT** looking for paid work 5
- Facing redundancy ..... 6

**IF QUALIFY, CHECK QUOTAS USING S8 – S13**

<b>QUOTA CONTROLS</b>
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S8 GENDER – **DO NOT ASK**

Male .....	1	<b>CHECK</b>
Female .....	2	<b>QUOTAS</b>

**SHOW SCREEN**

S9 Which age group applies to you? (SC)

16 – 17 .....	1	
18 – 24 .....	2	
25 – 29 .....	3	
30 – 34 .....	4	<b>CHECK</b>
35 – 39 .....	5	<b>QUOTAS</b>
40 – 44 .....	6	
45 – 49 .....	7	
50 – 54 .....	8	
55 – 59 .....	9	
60 – 64 .....	10	<b>CLOSE IF FEMALE</b>
65 or over .....	X	<b>CLOSE</b>
Refused ( <b>DO NOT SHOW</b> ) .....	Y	<b>CLOSE</b>

**ASK S10a IF NOT WORKING (S1 CODES 1 OR 2). OTHERS (FACING REDUNDANCY) SKIP TO S11**

S10a How long have you been out of work for? (SC)  
**PROMPT FOR AN APPROXIMATE ANSWER IF UNSURE.**

Up to 3 months .....	1	
4 months to less than 6 months .....	2	
6 months to less than 12 months .....	3	<b>CHECK</b>
12 months to less than 24 months .....	4	
2 years to less than 5 years .....	5	<b>QUOTA</b>
5 years to less than 10 years .....	6	
10 years or more .....	7	

**ASK S10b FOR EACH OF BENEFIT 1-5 CODED AT S3a (I.E. JSA, IB, ESA AND IS)**

S10b And how long have you been claiming \_\_\_\_\_ [INSERT EACH BENEFIT] for? (SC)  
**PROMPT FOR AN APPROXIMATE ANSWER IF UNSURE.**

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Up to 3 months .....	1	
4 months to less than 6 months .....	2	
6 months to less than 12 months .....	3	<b>CHECK</b>
12 months to less than 24 months .....	4	
2 years to less than 5 years .....	5	<b>QUOTA</b>
5 years to less than 10 years .....	6	
10 years or more .....	7	

**ASK IF PARTNER OR SPOUSE (S6a CODE 2, 3)**

**SHOW SCREEN**

S11 Which of these best describes the working status of your partner or spouse?  
(SC)

In paid work.....	1
Not in paid work, claiming benefits.....	2
Not in paid work, <b>not</b> on benefits .....	3

**SHOW SCREEN**

S12 Which of the groups shown do you consider you belong to? Just read out the letter that applies. (SC)

**WHITE**

A British .....	1
B Irish .....	2
C Any other white background.....	3

**MIXED**

D White and Black Caribbean.....	4
E White and Black African .....	5
F White and Asian .....	6
G Any other mixed background.....	7

**ASIAN OR ASIAN BRITISH**

H Indian .....	8
I Pakistani.....	9
J Bangladeshi .....	10
K Any other Asian background .....	11

**BLACK OR BLACK BRITISH**

L Caribbean.....	12
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M African ..... 13  
N Any other black background ..... 14  
**CHINESE OR OTHER ETHNIC GROUP**  
O Chinese ..... 15  
P Any other background ..... 16  
Refused ..... XX



**IF QUALIFY FOR DISABLED GROUP, BUT NOT CODED EITHER 1 OR 2 AT S2a, THEN ASK S13  
SHOW SCREEN**

S13 You mentioned earlier that you are claiming \_\_\_\_\_ (INSERT EITHER Incapacity Benefit OR Employment and Support Allowance FROM S3a). Which of these are the reasons why you are claiming this benefit? (MC)

- Physical disability or impairment  
e.g. difficulties with mobility, lifting carrying or moving objects, using your hands to carry out everyday tasks, bladder/bowel control, speech/hearing/eyesight or physical co-ordination/balance..... 1  
..... **CHECK**
- Mental disability or impairment  
e.g. depression, stress, anxiety, difficulties with memory or ability to concentrate/learn/understand ..... 2  
..... **QUOTA**

**NOTE FOR SCRIPT...  
IN SOME PLACES THE WORDING WILL CHANGE DEPENDING ON THE PROFILE OF THE RESPONDENT AND / OR PREVIOUS ANSWERS GIVEN. THIS IS INDICATED BY TEXT CONTAINED WITHIN << >>.**

**THE MAIN WAY THIS AFFECTS THE QUESTIONNAIRE IS THE WORDING CHANGES NEEDED BETWEEN THOSE THAT ARE NON-WORKING AND THOSE THAT ARE FACING REDUNDANCY.**

**NON-WORKING WILL BE DENOTED BY THE LETTERS “NW” AND THIS GROUP INCLUDES:**

- **JOBSEEKERS (JSA)**
- **THE DISABLED ON INCAPACITY BENEFIT OR EMPLOYMENT AND SUPPORT ALLOWANCE**
- **LONE PARENTS**
- **OTHER NON-WORKING (EITHER LOOKING OR NOT LOOKING FOR WORK)**

**THOSE FACING REDUNDANCY WILL BE DENOTED BY THE LETTERS “FR”.**

**IN SOME CASES THERE ARE ALTERNATIVE WORDINGS FOR NW AND FR AND IN SOME CASES JUST EXTRA TEXT FOR FR OR NW**

**SECTION 1 – JOB HISTORY**

SAY I'd like to start by asking you a few questions about the type of paid work you have done since you left education. Please think about the paid work you have done as either an employed or a self-employed person.

Q1 Which of the following best describes the time you have spent working since leaving education? (SC)

- Never worked.....1 **GO TO Q6**
- Spent most of my time not working .....2 **CONTINUE**
- Spent about as much time working as not working ....3 **CONTINUE**
- Worked solidly with one or two breaks .....4 **CONTINUE**
- Worked solidly without a break  
 <<FOR NW ADD: until now >>.....5 **CONTINUE**

Q2 Which of the following types of paid work have you spent most of your working life doing? **READ OUT.** You can give more than one answer if your time has been evenly divided between different types. (MC)

- Mainly temporary / casual work.....1
- Mainly part time work or job shares.....2
- Mainly full time work.....3
- Mainly self-employed .....4

Q3 On average, how long <<IF EMPLOYED, CODES 2-3 AT Q2 = have you tended to stay in one job / OTHERS = have you tended to stay working at any one time, or how long have your contracts tended to last>>? (SC)

**SHOW SCREEN IF NECESSARY**

- Less than 6 months.....1
- 7-12 months .....2
- 1-2 years .....3
- 3-4 years .....4
- 5-6 years .....5
- 7-10 years .....6
- 11-19 years .....7
- 20 or more years .....8
- Too varied to say.....9

**ASK Q4a IF “FACING REDUNDANCY” (S5, CODES 1, 2, 3).**

**ASK Q4b IF WORKED (Q1, CODES 2-5)**

**IF NEVER WORKED (Q1 CODE1) SKIP TO Q6**

**SHOW SCREEN**

- Q4a Which of these roles best describes your current job? (SC)
- Q4b Which of these roles best describes your **main** job while you were working (either full or part time)? (SC)

**ENSURE RESPONDENT READS ALL CODES, THEN CODE CLOSEST**

- A support role (e.g. a labourer, docker, porter, bar staff, street cleaner) ..... 1
- Process, plant and machine roles (e.g. factory workers, drivers, crane operators) .....2
- Sales or customer service (e.g. telesales, market traders or call centre operatives) .....3
- Personal service work (e.g. ambulance drivers, hairdressers, child-minders or vet’s assistant) .....4
- A skilled trade (e.g. farmer, electrician, builder, furniture maker) .....5
- An administrator or secretarial job (e.g. accounts clerk, library assistant, telephonist) .....6
- An associate professional or technician (e.g. police officer, nurse, IT support, laboratory technician) .....7
- A professional (e.g. teacher, scientist, doctor, lawyer)8
- A manager or senior official.....9
- Other (PLEASE WRITE IN AND CODE ‘10’) ..... 10

**ASK Q5a & Q5b IF HAD BREAKS (CODE 2-4 AT Q1)**

**SHOW SCREEN**

- Q5a You told me earlier that you have had breaks in your employment. Which, if any, of these have been reasons why you have stopped working in the past? (MC)

**RANDOMISE ORDER OF CODES 1-8**

- Taken maternity / paternity leave ..... 1
- Been made redundant.....2
- Been dismissed or fired.....3
- Taken a break for personal reasons.....4
- Taken time off to re-train or get new qualifications.....5
- Taken time off for health reasons.....6
- Contract came to an end.....7
- Left previous employer voluntarily, without another job to go to .....8
- Other reasons (please specify) .....8

**Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain**

Q5b What is the longest period you have been out of paid work at any one time?  
(SC)

**(NOTE – This includes current period out of work)**

- Less than a month.....1
- 2-3 months .....2
- 4-6 months .....3
- 7-12 months .....4
- Over a year - up to 2 years.....5
- Over 2 years – up to 5 years .....6
- More than 5 years .....7

**SECTION 2 – PERCEIVED IMPORTANCE OF HAVING A JOB**

**ASK ALL**

**READ OUT THE QUESTION FOR Q6 AND THEN HAND THE COMPUTER TO THE RESPONDENT AND ASK THEM TO FILL IN THEIR ANSWERS**

Q6. I am now going to show you some statements that people have made about what it's like not having paid work. Using the scale on the screen, please indicate how much you agree or disagree with each one <<FOR FR ADD - imagining how you would feel if you were to lose your job>>.

Agree strongly .....	1
Agree .....	2
Agree slightly.....	3
Neither agree nor disagree / no opinion .....	4
Disagree slightly .....	5
Disagree.....	6
Disagree strongly .....	7

RANDOMISE ORDER. SC FOR EACH

1. <<NW = Although I am not in paid work I/ FR = If I was not in paid work I would>> have a strong sense of purpose in my daily life
2. I << FOR FR ADD would>> have close, supportive relationships with friends and/or family members
3. Not having paid work << NW = has given / FR = would give >> me the chance to spend more time on what's really important in life
4. Being out of paid work I <<FOR FR ADD would>> struggle to keep myself busy
5. Being out of paid work, I <<FOR FR ADD would>> feel like my life is stuck in a rut
6. It << NW = can / FR = would >> often be lonely and isolating being out of paid work
7. Not having paid work reduces your self-confidence
8. I << NW = am FR = would be >> angry and/or frustrated that I <<NW = don't / FR = didn't >> have paid work
9. Not having paid work is something I <<NW = have/FR = would>> come to accept

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10. If I'm honest, I <<FOR FR ADD would>> quite enjoy not having to go to work  
<<FOR NW ADD at the moment>>

**READ OUT THE QUESTION FOR Q7 AND THEN HAND THE COMPUTER TO THE RESPONDENT AND ASK THEM TO FILL IN THEIR ANSWERS**

Q7. I am now going to show you some statements that people have made about what work means to them. Using the scale on the screen, please indicate how much you agree or disagree with each one <<FOR FR ADD again imagining how you would feel if you were to lose your job>>.

- Agree strongly ..... 1
- Agree ..... 2
- Agree slightly..... 3
- Neither agree nor disagree / no opinion ..... 4
- Disagree slightly ..... 5
- Disagree..... 6
- Disagree strongly ..... 7

RANDOMISE ORDER. SC FOR EACH

1. Having paid work is an essential part of life
2. Having almost any type of paid work is better than not working
3. I would be a happier, more fulfilled, person if I was <<FOR NW ADD back>> in paid work
4. Being in paid work allows you to contribute properly to society
5. It is important to me to earn my own money, rather than rely on <<FOR JSA / DISABLED / LONE PARENTS = benefits/ALL OTHERS = benefits or other people>>
6. The thought of being in paid work << NW = makes / FR = would make >> me nervous
7. Having paid work is more hassle/stress than it's worth
8. The idea of not finding paid work fills me with dread
9. It would be difficult for me to accept paid work now, even if I was offered it

**SHOW SCREEN**

Q8a Which of these statements best describes how you <<FOR FR ADD: would>> feel about getting paid work **within the next 3 months** <<FOR FR ADD assuming you lost your job today>> <<IF CONDITION PERMANENTLY AFFECTS ABILITY TO WORK AT S2c CODE 2: assuming you were able to work from a health point of view>>? (SC)

**IF CODES 1-3 AT Q8a, ASK Q8b**

Q8b Which of these statements best describes how you <<FOR FR ADD: would>> feel about getting paid work **at some point in the future** <<FOR FR ADD: assuming you lost your job today>> <<IF CONDITION PERMANENTLY

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AFFECTS ABILITY TO WORK AT S2c CODE 2: assuming you were able to work from a health point of view>>? (SC)

	Q8a	Q8b
I definitely don't want to be in paid work.....	1	1
I would prefer not to be in paid work .....	2	2
I'm not sure if I want to be in paid work or not.....	3	3
I would prefer to be in paid work .....	4	4
I definitely want to be in paid work .....	5	5



**SECTION 3 - NORMS**

**SHOW SCREEN**

- Q9a Thinking about the **members of your family you are close to** – but excluding anyone who is in full time education or retired – what proportion of them are on benefits or not in paid work? (SC)
- Q9b And what proportion of **the people you know outside your family** are on benefits or not working? (SC)

	Q9a	Q9b
All of them .....	1	1
Most of them .....	2	2
Some of them.....	3	3
A few of them .....	4	4
None of them.....	5	5

**READ OUT THE QUESTION FOR Q10 AND THEN HAND THE COMPUTER TO THE RESPONDENT AND ASK THEM TO FILL IN THEIR ANSWERS**

Q10. Next I am now going to show you some statements that people have made about what their friends and family think about them not having paid work. Using the scale on the screen, please indicate how much you agree or disagree with each one <<FOR FR ADD imagining what would happen to you if you were to start looking for work/lose your job>>.

Agree strongly .....	1
Agree .....	2
Agree slightly.....	3
Neither agree nor disagree / no opinion .....	4
Disagree slightly.....	5
Disagree.....	6
Disagree strongly .....	7

**RANDOMISE ORDER. SC FOR EACH**

1. The people who depend on me would rather I wasn't in paid work
2. I <<FOR FR ADD would>> feel under a lot of pressure from people in my family to get paid work
3. You get more respect from friends by not working than doing a job that's beneath you
4. Telling people you are not working << NW = is / FR = would be >> embarrassing
5. Society looks down on people who don't have paid work, or who are on benefits
6. So many people are out of work at the moment, it no longer reflects badly on the individual
7. People I respect would try hard to get paid work if they weren't working

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8. It is less acceptable for men to be out of work than women
9. It is normal to be out of paid work where I live
10. Having paid work makes you a better role model for those close to you

**SECTION 4 – FINANCIAL NEED**

**READ OUT THE QUESTION FOR Q11 AND THEN HAND THE COMPUTER TO THE RESPONDENT AND ASK THEM TO FILL IN THEIR ANSWERS**

Q11. Next I am now going to show you some statements that people have made about the financial implications of not having paid work. Using the scale on the screen, please indicate how much you agree or disagree with each one <<FOR FR ADD imagining how you might feel if you were to lose your job>>.

Agree strongly .....	1
Agree .....	2
Agree slightly.....	3
Neither agree nor disagree / no opinion .....	4
Disagree slightly .....	5
Disagree.....	6
Disagree strongly .....	7

RANDOMISE ORDER. SC FOR EACH

1. It << NW = is FR = would be >> difficult for me to live on my <<FOR NW ADD: current>> income
2. It is better to have a steady income on benefits than trying to earn a wage, even if that means surviving on less
3. It << NW = is not / FR = would not be >> worth having paid work as I wouldn't be any better off financially
4. I << NW = have got / FR = would get >> used to not having paid work so I <<FOR FR ADD would>> get by okay
5. Everyone has a right to rely on benefits
6. It is against my principles to rely on benefits

SAY I'd now like to ask you some questions about the challenges of finding work. I appreciate you may not have started looking for work, or may not be either willing or able to work at the moment, but please answer the questions as best you can.

**SECTION 5a – PERCEIVED BEHAVIOURAL CONTROL / SELF-EFFICACY**

**READ OUT THE QUESTION FOR Q12 AND THEN HAND THE COMPUTER TO THE RESPONDENT AND ASK THEM TO FILL IN THEIR ANSWERS**

Q12. I am now going to show you some statements about the challenges of looking for work. Using the scale on the screen, please indicate how confident you feel about each one <<imagining what it would be like for you if you were to start looking for work/lose your job>>.

Not at all confident .....	7
Not confident .....	6
Not very confident .....	5
Neither / no opinion .....	4
Fairly confident.....	3
Confident.....	2
Very confident .....	1

RANDOMISE ORDER. SC FOR EACH

How confident are you that .....

1. Your skills are sufficiently up-to-date for the current job market
2. You can learn new skills or (re-)train
3. You can complete a good CV or job application form
4. You have the resources to find out about the latest vacancies
5. Employers will want to offer you an interview
6. You can make a good impression/come across well in an interview
7. Employers will want to offer you a job
8. You can hold down / keep a job if you were offered one
9. You have enough resilience to get over the rejections and knock-backs
10. You have what it takes to be successful in getting paid work
11. You are able to work in your circumstances

**SECTION 5b – RESPONSE EFFICACY**

**READ OUT THE QUESTION FOR Q14 AND THEN HAND THE COMPUTER TO THE RESPONDENT AND ASK THEM TO FILL IN THEIR ANSWERS**

Q14. In the next section I am going to show you some of the practical things that people have said can stop them, or get in the way of them, being offered a job. Using the scale on the screen, please indicate how much you agree or disagree with each one <<FOR FR ADD again imagining what it would be like for you if you were to start looking for work/lose your job>>.

Agree strongly .....	1
Agree .....	2
Agree slightly.....	3
Neither agree nor disagree / no opinion .....	4
Disagree slightly .....	5
Disagree.....	6
Disagree strongly .....	7

**RANDOMISE ORDER. SC FOR EACH**

1. There just aren't enough vacancies for everyone at the moment
2. There << NW = aren't / FR = wouldn't be >> enough vacancies for the type of work I want to do
3. There << NW = aren't / FR = wouldn't be >> enough vacancies in the location(s) I want to work
4. I don't have access to adequate transport to travel to/from interviews or a job
5. I << NW = cannot / FR = wouldn't be able to >> find someone to replace my role at home
6. Employers are not flexible enough to accommodate my personal circumstances
7. I <<FOR FR ADD would>> worry I am over-qualified for jobs that are on offer
8. Getting paid work is only about who you know
9. There << NW = isn't / FR = wouldn't be >> enough advice and support available to help me get paid work
10. <<FOR FR ADD I expect that>> The hassle of getting back into the benefits system means its not worth taking paid work if you have started claiming

**READ OUT THE QUESTION FOR Q15 AND THEN HAND THE COMPUTER TO THE RESPONDENT AND ASK THEM TO FILL IN THEIR ANSWERS**

Q15. In the next section I am going to show you some of the activities that people have said have improved their chances of getting paid work. Using the scale on the screen, please indicate how willing or unwilling you would be to do each one in the next three months <<NW = assuming you haven't found a job by then / FR = imagining how you would feel if you were to start looking for work/lose your job>>.

Extremely unwilling / have already rejected .....	7
Very unwilling .....	6
Fairly unwilling.....	5
Neither willing nor unwilling / no opinion .....	4
Fairly willing.....	3
Very willing .....	2
Extremely willing / have already undertaken .....	1

**RANDOMISE ORDER. SC FOR EACH**

1. Compromise on the level of pay
2. Compromise on the level of responsibility
3. Compromise on the flexibility of the working hours
4. Compromise by taking an interim job until you were able to find something else
5. Consider an industry sector you haven't worked in before / aren't trained for
6. Train to refresh or get new skills or qualifications
7. Arrange for someone else to take your place at home
8. Compromise on the time taken to travel to work
9. Do voluntary work or work experience
10. Work for yourself / become self-employed

**SECTION 6 – JOB SEEKING BEHAVIOUR**

SAY I'd now like to ask you some questions about the sort of things you might have done, or could do, in order to look for paid work, or take steps towards getting paid work.

**SHOW SCREEN**

Q16a Which, if any, of these types of support have you **already accessed** in order to help you find paid work or get ready to look for paid work? (MC)

**IF CODES 1-10 ALL CODED AT Q16a, SKIP TO Q17a. ONLY SHOW ITEMS NOT CODED AT Q16a.**

**SHOW SCREEN**

Q16b And which, if any, do you intend to access in the **next three months?** (MC)

	Q16a	Q16b
Training to refresh and learn new skills.....	1	1
Help with CV, application forms or interview techniques.....	2	2
Information about in-work financial assistance (e.g. Tax Credits) .....	3	3
Information about financial support whilst looking for work.....	4	4
Information about childcare/adult care provision.....	5	5
Information about flexible working opportunities .....	6	6
Information about working with a health condition or disability .....	7	7
Information about voluntary work or work experience.....	8	8
Information about doing a different type of job to the one you are trained for/skilled in .....	9	9
Information about how to work for yourself/being self-employed .....	10	10
None of these .....	11	11

**READ OUT THE QUESTION FOR Q17 AND THEN HAND THE COMPUTER TO THE RESPONDENT AND ASK THEM TO FILL IN THEIR ANSWERS**

Q17a. Using the scale on the screen, how many hours have you spent per week on each of these activities **in the last month?**

No time at all .....	1
1 hour or less per week.....	2
2-4 hours per week .....	3
5-9 hours per week .....	4
10-19 hours per week .....	5
20-29 hours per week .....	6
30 or more hours per week .....	7

**RANDOMISE ORDER. SC FOR EACH**

1. Checking for job vacancies or possible job openings (e.g. online, in the newspapers, at the job centre, directly with employers or recruitment/employment agencies, talking to friends or other contacts)
2. Preparing or updating your CV / portfolio
3. Applying for jobs (sending off CVs, application forms, portfolios, etc.)
4. Attending job interviews
5. Making enquiries, researching or reading about the types of paid work you might like to do

**SHOW SCREEN**

Q17b. Using the scale on this screen, how <<NW = will / FR = would >> the amount of time you spend trying to get paid work, or taking steps towards getting paid work change in the <<NW = next / FR = following>> three months? (SC)

Decrease a lot .....	5
Decrease a little .....	4
No change.....	3
Increase a little .....	2
Increase a lot.....	1



**READ OUT THE QUESTION FOR Q18 AND THEN HAND THE COMPUTER TO THE RESPONDENT AND ASK THEM TO FILL IN THEIR ANSWERS**

Q18. The next set of statements are about how people approach looking for work. Using the scale on the screen, please indicate how much you agree or disagree with each one <<imagining what you would do if you were to start looking for work/lose your job>>.

- Agree strongly ..... 1
- Agree ..... 2
- Agree slightly..... 3
- Neither agree nor disagree / no opinion ..... 4
- Disagree slightly ..... 5
- Disagree..... 6
- Disagree strongly ..... 7

**RANDOMISE ORDER. SC FOR EACH**

1. I << NW = have made / FR = would make >> a commitment to myself to find a job by a certain date
2. I <<NW = don't / FR = wouldn't >> have a specific plan for my job search, I'm just keeping an eye out and waiting to see what comes up
3. I <<FOR FR ADD would>> frequently reassess how suitable my experience and skills are for different types of paid work and tailor my applications accordingly
4. I <<FOR FR ADD would>> regularly try new things if I << NW = find / FR = found >> that my approach to finding paid work << NW = isn't / FR = wasn't >> getting anywhere
5. I <<FOR FR ADD would>> make sure I do things to keep my spirits up and stay as healthy as I can

<b>COMMUNICATIONS QUESTIONS</b>
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**SHOW SCREEN**

Q19a. Which of these sources, if any, <<INSERT: have you used IF CODE 1 AT S1 OR CODES 1-3 AT S5/would you use IF CODE 2 AT S1 >> for information, support or advice about whether or how to get into paid work? (MC)

**IF MORE THAN ONE RESPONSE GIVEN AT Q19a ASK Q19b. SHOW SCREEN AGAIN**

Q19b. And which one <<INSERT: do you IF CODE 1 AT S1 OR CODES 1-3 AT S5/would you IF CODE 2 AT S1 >> rely on or trust the most? (SC)

**Government/public agencies**

Jobcentre / Jobcentre Plus

Careers service/Connexions/university careers services/Learndirect

Citizens Advice Bureau (CAB)

Department for Work and Pensions (DWP)

Directgov

Local Authority / Local Council

Trade or professional press, events or seminars

General media (newspapers, TV and radio)

Recruitment agencies (including online agencies)

Medical professionals (eg health visitor, GP, therapist)

Charities or Voluntary groups

Word of mouth (from people you know eg family, friends, ex-colleagues)

Online blogs or forums

Other (WRITE IN)

NONE

**ASK Q20a IF JOBCENTRE PLUS NOT MENTIONED AT Q19A**

Q20a. Are you aware that you can use Jobcentre Plus for information, support or advice about whether or how to get into paid work – not just for claiming benefits? (SC)

- Yes.....1
- No .....2

**ASK ALL**

Q20b. How likely are you to use Jobcentre Plus in the near future for information, support or advice about whether or how to get into paid work? (SC)

- Very likely.....1
- Likely .....2
- Quite likely.....3
- Neither agree nor disagree / no opinion .....4
- Quite unlikely.....5
- Unlikely .....6
- Very unlikely.....7

**OVERALL OUTLOOK ON LIFE QUESTIONS**

**SHOW SCREEN**

**READ OUT THE QUESTION FOR Q21 AND THEN HAND THE COMPUTER TO THE RESPONDENT AND ASK THEM TO FILL IN THEIR ANSWERS**

Q21. This final set of statements is about how people approach life more generally. Using the scale on the screen, please indicate how much you agree or disagree with each one.

Definitely agree .....	1
Tend to agree.....	2
Neither agree nor disagree / no opinion .....	3
Tend to disagree .....	4
Definitely disagree.....	5

RANDOMISE ORDER. SC FOR EACH

1. *I enjoy life and don't worry about the future*
2. *I am very happy with my life as it is*
3. *There is little I can do to change my life*
4. *You should seize opportunities in life when they arise*
5. *I like to follow a well organised routine*
6. *I << NW = am / FR = would be) happy with my standard of living (FOR FR ADD if I were to lose my job)*
7. *My family is more important to me than a career*
8. *I don't like the idea of being in debt*
9. *It's important my family thinks I'm doing well*
10. *It's important to feel respected by my peers*
11. *I tend to worry about myself*
12. *I like to have control over people and resources*

**PROFILE QUESTIONS**

SAY Finally I would like to ask you a few questions about yourself. These are just for classification purposes.

**SHOW SCREEN**

D1 How often, if at all, do you access the Internet?

- Every day ..... 1
- 2-3 times a week ..... 2
- Once a week ..... 3
- 2-3 times a month ..... 4
- Once a month ..... 5
- Less often ..... 6
- Never access / don't have access ..... 7

**SHOW SCREEN**

D2. Which, if any, is the highest educational or professional qualification you have obtained? (SC)

- Skills for Life / Entry level (IT/Reading/Maths)..... 1
- GCSE/O-level/CSE (Grades D-G)..... 2
- GCSE/O-level/CSE (Grades A\*-C)..... 3
- Vocational qualification (=NVQ1+2) ..... 4
- A level or equivalent (=NVQ3)..... 5
- HND/HNC or equivalent ..... 6
- Bachelor Degree or equivalent (=NVQ4)..... 7
- Masters/PhD or equivalent ..... 8
- Professional qualification ..... 9
- Other ..... 10
- No formal qualifications ..... 11
- Prefer not to say ..... 12

D3. Occupation of Chief Income Earner

Position/rank/grade

Industry/type of company

Quals/degree/apprenticeship

Number of staff responsible for

**CODE SOCIAL GRADE**

**Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain**

A.....	1
B.....	2
C1 .....	3
C2 .....	4
D .....	5
E.....	6

**SHOW SCREEN**

D4. Which of these best describe your religion? (SC)

Buddhist .....	1
Christian (Catholic, Church of England, Protestant etc) .....	2
Hindu.....	3
Jewish .....	4
Muslim.....	5
Sikh .....	6
Other .....	7
Not religious .....	8
Prefer not to say.....	9

**SHOW SCREEN**

D5. Finally, on this screen there are a number of things that may or may not apply to you or your situation. Your answers will help us understand the sorts of challenges that ordinary people face in finding and keeping jobs. We know that some of these are sensitive subjects, but please be assured your responses will not be used for anything other than research purposes.

IF NECESSARY REASSURE: Please bear in mind that you do not have to answer this question if you don't want to.

Have served in the Armed Forces (Army, Navy, RAF, etc) .....	1
Receive financial support from close family (spouse, parent, brother / sister, etc) .....	2
Have problems with alcohol or drug dependency.....	3
Have numeracy or literacy issues .....	4
Have problems with the law, or a previous criminal record .....	5
Have no permanent place to live.....	6
Have significant debts or money problems .....	7
None of these.....	8

**D6. FULL POSTCODE TO BE RECORDED FOR ANALYSIS PURPOSES**

**D7. REGION TO BE BACK CODED BASED ON POSTCODE:**

## **Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain**

North East  
North West  
Yorkshire and the Humber  
East Midlands  
West Midlands  
East of England  
South East  
South West  
London  
Wales  
Scotland

**CONSENT QUESTIONS**

**ASK ALL**

C1. We may also be conducting further research on this subject. Would you be willing to be contacted again by us or another organisation working on behalf of DWP in the next 12 months? This may involve passing your contact details to DWP.

- Yes ..... 1
- No ..... 2

**IF YES AT C1, COLLECT TELEPHONE NUMBER DETAILS**

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**ASK ALL**

C2. In order to allow the DWP to undertake further research and analysis, they would like to link any records they already hold on your benefits, tax and employment to your answers to this survey. Linking everyone's records in this way will help the DWP gain a better understanding of the experience of customers who receive particular benefits and services.

If you agree to allow the DWP to link your answers to this survey with your tax, benefit and employment records, we will need to pass your name and address to the Department. All information will be used for research and statistical purposes only. Your personal details will, of course, be kept completely confidential and it will not affect your dealings with the Department in any way.

Would you be happy for DWP to have access to the answers that you have given in this survey and for them to link your answers with your tax, benefit and employment records?

- Yes ..... 1
- No ..... 2



# Appendix B: Topic guides

## Depth topic guide

### 1. Introduction (10 mins)

#### Researcher introduction to study

**Researcher note:** Objective of introduction is to create informal, relaxed and non-judgemental tone. Initial explanation should be relaxed and light hearted but communicate the importance of the study. The guide is designed to be relevant across the sample but the researcher will customise it to fit the specific audience, listening out and probing for differences in responses according to:

- Age/gender
- Length of time unemployed
- Benefit status
- Participant type e.g. Lone parent, carer
- Location (whether has high/low unemployment etc)
- Family experience of unemployment

Researcher should be ready to deflect over-dependence on recession as reason for lack of activity, where necessary prompting with comments like: “A lot of experts believe we are moving out of recession – so perhaps we could also talk about behaviour in that context”

*DWP have sponsored these informal sessions because they need to keep in touch with the realities that people face in finding and staying in work. They understand they are removed from the everyday experiences and challenges ordinary people face in current economic conditions. They also understand why people may feel uncomfortable talking to employees of the DWP/Government directly. That is why they ask independent researchers to do the listening for them, reporting back overall themes and feelings confidentially without mentioning any names.*

*Jigsaw Research, who I work for, is completely independent from Government – they are just one of many and various clients. We simply want to hear what you have to say and make sure your views and experiences are heard and reported accurately. As a member of the MRS we are bound by their code of conduct and prohibited from revealing names or any personal details that could potentially identify you.*

*With your permission and if you are OK with it, we will tape record the session. This will enable us to listen back more closely and not have to worry too much about taking notes. The tape recording will not be circulated but used as a work tool for our personal attention.*

## **Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain**

*The purpose of the study is to better understand the day to day experience of life without paid employment/as lone parent/out of work due to illness etc .We are talking to groups and individuals throughout the country and comparing experiences, exploring attitudes and collecting anecdotes. The findings of the study will be used to improve communication between the government and the out-of-work, ensuring it is based on genuine understanding.*

*We will be covering a lot of stuff, tapping into your attitudes and experiences. We want to talk to you now in detail and then arrange to meet again next week. In the intervening period we will ask you to fill out a journal. We will brief you fully on this by the end of the session today.*

*(If taking place in home) If possible and as mentioned at recruitment, it will be good to have a quick chat with the family a little later on.*

*We will be asking a lot about you so it is only fair to provide a little information about me! (Researcher will introduce themselves in personal way, as they see fit).*

*Now your turn! It would be great to get some basic facts but also but also get a sense of what makes you tick as a person:*

- First names/circumstances and brief family background
- School/working history (as relevant and asked sensitively)
- Hobbies/passions!
- What you are up to at the moment in your life (researcher to listen out and reflect participants language)

### **2. Building up picture of daily life (10 mins)**

- **Researcher note:** *The purpose of this section is to get sense/picture of everyday realities of life. As well as compiling a picture need to listen out for underlying attitudes and assumptions. This section is not intended as a direct discussion about the experience of unemployment/lone parenting/out of work due to sickness but the habits and routines that make up daily experience*

*We would like to get a sense of everyday life for you at this point in time.*

- What is a typical day for you?
  - Probe for structure and routine
- Then describe what makes a good day and what makes a bad one with specific examples where possible
- Have you built up a daily or weekly routine and can you describe it?
- Researcher to probe if necessary for:

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- Social time (with who/where)
- Family time
- Work seeking time (probe for whether episodic, structured etc)
- Changes/ shifts /trends
- Habits/routines
- When people are not working conventionally they sometimes create routines/habits to order their time – is this true for you?
  - Probe behaviour that they perceive as habitual and try to get sense of general flexibility/openness
- If you could change one thing what would it be?
- For out of work due to sickness:
  - Listen out for impact of sickness on daily life
- For lone parents/carers listen out for degree to which dependents dictate routine/lifestyle
- Listen out and probe if necessary on any 'job preparedness' activities (e.g. voluntary work, training, dealing with practical issues like childcare et cetera)

### **3. The experience of being out of work/lone parent/carer/unable to work due to sickness (15 mins)**

**Researcher note:** This section is a more direct exploration of how participants experience unemployment/sickness/being lone parent etc and how they process these experiences. Where possible the researcher should encourage comparisons with actual experiences of working. If this is not an option then the perceptions of the difference will be just as enlightening.

*Many people we have spoken to in the past feel that policy makers have no personal experience of living without work/being lone parent/being unable to work through sickness and do not understand the reality. This is an opportunity to put that right. We need your help building an authentic picture – “the good, the bad and the ugly of being out of work”!*

- If they had to explain the experience of being out of work/lone parent/unable to work through sickness to someone who had never been out of work, what would they say – how would they bring the reality to life, both the positives and the negatives?
- What words would they use to describe the experience?

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- What do they personally struggle with most about their situation?
  - Probe beyond financial
  - How do they deal with these challenges?
- Do they personally feel defined by their situation, if so how?
- Do you feel they could work with support?
  - Do you feel you could have worked earlier if given the support?
- To what extent do they feel the experience/situation has impacted them as people either positively or negatively?
  - Probe for impact on confidence and self esteem
  - Probe if necessary for health impact
- If we asked your family and friends about how you may have changed what do you think they would say?
- Have any experience of seeing how out of work/lone parenting/unable to work due to sickness has impacted others (e.g. friends or family members)?
- To what extent has your situation impacted others?
- Do some people find the situation harder than others? If so who and why?
- Some people we have spoken to have talked about the positive impact of their situation. Can we spend some time thinking about those?
- When you are feeling down, what can you do to break out of the negative mood?
- Some of your parents/family may have faced similar situations in the past; do you feel that they had the same experiences as you?
  - Do you feel the experience will have changed along with society and attitudes or has it an enduring nature?
- To what extent do stereotypes exist of the out-of-work/lone parents/those unable to work due to sickness?
  - What different stereotypes exist and how do they feel about them?
  - Do these stereotypes impact them personally?
  - To what extent do they relate to reality, if at all?
  - Do they know people who conform to them?

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- Does the experience of being out of work/lone parent/unable to work due to sickness change over time?
  - Probe for Lone parent/out of work through sickness journey/stages
- (For participants looking for work) Did you have a specific sort of work in mind when you first became out of work?
  - How has this developed/changed and why?
- Can they describe the transition period they went through at the beginning of their current situation?
- Get participants to plot the experience/emotions surrounding unemployment/lone parent/unable to work due to sickness against key milestones of their choosing (e.g. first week, first month etc)
  - **For out-of-work participants, if necessary use timeline as stimulus**
- What advice would they give someone who has just been made out of work/about to become a lone parent/about to stop work due to sickness to help ease the transition?
- What measures can someone in your situation take to prepare for work/increase likelihood of work/make work practical option?
  - Probe if necessary for interest/participation/attitudes to 'interim activities' like voluntary work/ training/part time working – motivations, experience and attitudes
  - Is it important to keep 'work ready' psychologically?
  - For lone parents/unable to work due to sickness what are things that need to be attended to

Optional exercise: Stimulus statements:

Researcher note: Explain that these are a number of statements other people have made and we want to get their points of view:

- A person must have a job to feel a full member of society.
- In general, the people I know think that if you are out of work, it is important to keep looking for a job.
- Having almost any job is better than being out of work.
- Getting a job is more down to luck than the effort you put in.
- Benefits give a more stable income than trying to earn a wage.

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- Once you've got a job, it's important to hang on to it, even if you don't really like it.
- You need to be in a job to get a better job.

### **4. Cultural/societal and familial context - including family interview (25 mins)**

**Researcher note:** The aim of this section is to identify how different external forces shape the experience.

- How did your family respond when situation started?
- What about family/acquaintances
- How would you describe reactions then and now of:
  - Different members of the family
  - Friends and acquaintances
- How would you describe reactions then and now of:
  - Different members of the family
  - Friends and acquaintances
- How do you feel that others view your situation:
  - Society as whole
  - Middle England
  - Tabloid papers
  - Broadsheet press
- Do you ever feel judged?
  - By who and what is that judgement?
  - What would your response be?
- Do these opinions of 'others' ever conflict and how do they deal with that/who do they 'listen to' e.g. friends Vs parents Vs Government (researcher to listen out for competing moralities/ethics )
- Some people have commented that there is a greater diversity of morality than there used to be:
  - Would you agree?
  - How would they describe their own moral code and how it may differ from others e.g. parents, Government, mates etc?

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- Can you give examples of how your morality/code conflicts with others?
- Does your lifestyle/situation ever touch upon these different viewpoints
- Can you think of one person who is completely supportive and really understands the situation and its realities?
- Looking at this from the other side, is there anyone who really doesn't understand and whose attitude has been unhelpful?
- Whose opinion do they respect/listen to and what would they do in your situation?
  - What advice have they listened to?
- What has impact of situation been on the family/relationships?
  - Probe for differences by gender
- Does situation change family life in any way:
  - Encourage specific examples/anecdotes – positive and negative
  - Listen out for universal themes and dynamics
- Who do they go to for advice related to their situation (beyond JCP)
  - Probe for CAB/ Gingerbread et cetera
  - How does the advice differ - do they have different perspectives on your situation from Government bodies?
- How is unemployment/lone parenting/unable to work due to sickness represented in the wider media?
  - Overall what is the media viewpoint?
    - Probe for newspaper/tabloid/TV perspectives
  - Examples of programs they have seen/things they have read that they remember for positive or negative reasons
  - How do media portrayals of out of work gel with reality:
    - Probe for realistic Vs stereotypical

### **Family interview**

**Researcher note:** If interview conducted in-home ask to meet the family for a few minutes at this point. If easier this could be left to the end of the group or when it

## **Beliefs about work: An attitudinal segmentation of out-of-work people in Great Britain**

seems appropriate. Restrict this element to 15-20 minutes. Researcher should briefly describe the objectives of the study if necessary.

*It would be great to talk a little to the rest of the family at this point. We just want to get a sense of how the situation impacts the family.*

*There are a lot of people in (participant's name) shoes at the moment. It would be useful for us to understand how unemployment impacts the family as whole.*

- Firstly how do you feel (participant's name) has been affected by unemployment?
- Do you feel you understand the situation he/she is in?
  - Probe for history of unemployment within the family and how this may condition responses
- He/she seems to be coping really well but (of course) you probably see things we cannot hope to within course of short interview...
- Have you noticed any changes in (Participant's name) over time?
- What about the impact it has had on you?
  - Probe for direct and indirect impact
  - What about the rest of the family?
- What role do you think a family can/should play in this situation to help/support/motivate?
- What do you think the Government should/could do to help?

**Researcher note:** Thank family and return to individual interview

- How is unemployment represented in the wider media:
  - Overall what is the media perspective on unemployment
    - Probe for newspaper/TV perspectives
  - Examples of programs they have seen/things they have read that they remember for positive or negative reasons
  - How do media portrayals of out-of-work gel with reality:
    - Probe for realistic Vs stereotypical portrayals

## **5. Perceptions of the future (15 minutes)**



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**Researcher note:** This section needs to be handled particularly sensitively. The objective of this section is to tap into underlying attitudes about current experiences by projecting forward to the future.

- Firstly, let's go back in time – when you were at school what did you envisage doing with your life?
  - What/who shaped this ambition?
  - How did your ambitions change and develop over time?
  - What about now – how do you want to see your life develop from here on in?
  - Are there people (who you know/you read about/see on TV etc) you look at and think – that is what I want to do/be? (Listen out for cultural references e.g. X Factor)
- Some people we have spoken to seem to have unrealistic expectations...do you see this as an issue for some?
  - What is the right balance between pragmatism and ambition?
- Thinking about the near future what do you think life will be like in 2 years?
- If you could change one thing what would it be?
- How will your life be the same/different:
  - In terms of work/family/social life?
- Being positive, what do you hope you will have achieved?
- (If relevant) what sort of work might you be doing – can they imagine the job in particular?
  - What can you do to achieve this?
  - What help/advice/support would you require to help achieve this?
- To what extent do you hope/want to change your life?
  - What are your short, medium and long term goals?
  - How do you intend to make these changes (probe for specific plans)
  - Probe lone parents/out of work due to illness for planned adaptations

## Section 6 asked to out-of-work participants only

### **6. Seeking work: Attitudes, tactics and strategies (25 mins)**

**Researcher note:** In this section we want to explore overall attitudes to getting work before drilling into underlying attitudes and actual behaviours. It is especially vital that the tone of the conversation is as non-judgemental as possible in this section. Listen out and deflect comments that suggest job seeking pointless in current environment.

*We need, of course, to talk a little about job seeking. This is not a Jobseeker's Allowance interview so please feel free to tell it how it is (Offer to turn off audio recorder if necessary)*

- When you first became out of work did you have a specific goal in mind?
  - What happened?
  - What steps did you take to find this work?
  - What are the barriers preventing you getting this sort of work now?
- Can you describe your initial job seeking experiences?
- Have attitudes, tactics, goals and strategies to finding work changed over time?
  - How does current behaviour compare with that when they first became out of work?
  - To what extent do they have plan in place?
  - What does your plan look like?
  - How open are you to different approaches?
- Do people they know vary in terms of the approaches they adopt?
  - Probe for examples
- Thinking about their current behaviour, how would they describe their attitude to job searching?
- What help/advice/support they have received has been useful?
  - From who
- What other help would make a difference and from who?
- How would they describe the assets they would bring to a position/role? What do they feel they have to contribute?

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- Some people we have spoken feel that applying for jobs itself is a difficult/unpleasant process...what do you think they have in mind when they say this?
  - (If necessary push further) They talk about the stresses of 'putting themselves out there to be knocked back' ...do you know what they mean by this?
- How do they feel whilst job seeking? Are some parts more/less difficult than others?
- What are the relevant skills needed for effective job seeking?
  - Which of these skills do they possess?
- What active job seeking do they do now, if any:
  - On daily basis
  - On weekly basis
  - On monthly basis
  - Probe for emotions surrounding these efforts
- What practical tips would they give to someone looking for work?
- How much luck have they had in the past and how 'close' have they got:
  - Encourage anecdotes and probe surrounding emotions
- What lessons have they learnt about job seeking during the time they have been out of work

**Researcher note:** At this point return to unemployment milestone chart/timeline and ask participants to chart job seeking behaviours against the milestones identified:

- Do job seeking attitudes and behaviours change over time and if so how?

*We would like to get a closer feel for the sort of jobs that you apply for as opposed to those that you know from experience are not worth the effort:*

- What kinds of job do they feel they have most chance of getting?
- When you look at a job advert what are you looking for?
- How do they decide whether or not they will apply for a particular vacancy?
- How quickly do you make your mind about suitability/worth applying?
  - Explore criteria

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- What lessons have they learnt about the jobs worth applying for during the course of their unemployment?
- What are the skills required for successful job hunting?

### **Mandatory Exercise: Bringing the job process to life**

Using real jobs from local newspaper and Jobcentre Plus (reproduced in same language on index cards) get participants to sort through jobs and assess each for interest levels, listening out for:

- How specific is the job they have in mind?
- What first catches their eye?
- Selection criteria
- Role of verbal cues/how job is described/decoded
- Role of pay Vs other criteria
- Is selection based upon desire or sense that they may have a chance?
- How do Jobseeker's Allowance policies influence selection (what sort of jobs are they really interested in Vs going through the motions?)
- Identify jobs of most interest and discuss how application/interview would be prepared for/expectations

Section 7 asked to all but tailored to different participants' situations – for Lone parents and unable to work through sickness, section will be phrased in terms of 'when/if you are able to return to work'.

### **7. Preparing for return to work (10 minutes)**

**Researcher note:** This section is charged with exploring underlying feelings, fears and anxieties about the return to work by getting participants to imagine **they were returning the very next week.**

- How would they feel when they hear that their application has been successful?
- What would they do after getting off the call/who would they tell?
- To what extent may they feel conflicting emotions?
- When would they want to start and how would they spend the intervening time?
- What feelings and thoughts would be running through their heads?

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- What would they be looking forward to/what might they miss in current lifestyle?
- How do they imagine the first day/week will be like?
- What would they find most difficult about the transition?
- Do they think they would need any help in preparing for return to work?
  - What sort of help and from which source?

### **8. Reforming the benefits system (15 minutes)**

**Researcher note:** The objective of the initial part of this section is to use attitudes towards the current system as another way to explore underlying attitudes and assumptions. The second part is intended to be a little more challenging and use the idea of reform to explore reactions if current benefits/lifestyle could not be maintained.

*We would now like to talk a little bit about the current benefits system and hear your views:*

- Pros and cons of system overall?
- Do certain people/groups benefit more than others?
- Do they feel they are given enough support/help from the Government?
  - Probe for perceived degrees of responsibility of individuals/Governments
- How do they feel the current system should be reformed and why?
  - Probe for overall and benefit specific reform
  - Probe for current and desired role of JCP
- Are they aware of any criticism from the media and what is the nature of this criticism?
  - How would they respond to these criticisms?
- Have they heard anything about the benefits system changing?
- What changes do they expect to see and how do they feel these may impact them?

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Researcher note: At this point describe planned changes in system in general, non threatening terms:

*I would like to now share what the Government has to say about plans for future reform. The government's welfare reforms aim to help people, including those who've been out of work for some time and become used to life on benefits, to get into work. Almost everyone on benefits will be expected to take active steps to work based on their individual needs and circumstances.*

- Allow spontaneous reactions and prompt where necessary:
  - Listen out and explore for support/discomfort etc
  - What does this mean in reality/what changes do you anticipate from this?
  - To what extent do you feel this will impact you personally?
  - How might it influence their behaviour and experience of unemployment
- To what extent would they rather hear about these changes ahead of time, as opposed to finding out about them as they occurred?
  - Probe to get a sense of whether advanced warning would allow adjustment/preparation Vs create anxiety

### **9. Closing the session (10 mins) and Journal briefing (optional/time allowing)**

*As a final exercise I want you to imagine you are in work and have been for some time. Perhaps think of a specific job. Spend a couple of minutes imagining what life would be like in work:*

- How will life be different from now?
- What will improve about your life?
- What sacrifices may be involved?
- How will day-to-day life be different?
- Will you think and feel differently?

*We have a session booked for next week (Don't worry it will be much shorter than this one!). We want to use that session to get a better sense of your routine. To aid us in this we want you to fill out a specially designed journal. We want you to record not just how you spend your days but also the feelings surrounding your activities. There is no need to do anything different during this period – in fact the closer to your usual routine the better. You can add to the journal as many times as you like but it will need filling in at least once a day. The journal will be*

*confidential and is designed to be thought provoking. You can put anything you like down in the journal – nothing is forbidden.*

**Researcher note:** The follow up interview will involve the participant taking the researcher through the journal on day by day basis.

## **Peer group discussion topic guide**

### **1. Introduction (10 mins)**

#### **Researcher introduction to study**

**Researcher note:** Objective of introduction is to create informal, relaxed and non-judgemental tone. Initial explanation should be relaxed and light hearted but communicate the importance of the study. The guide is designed to be relevant across the sample but the researcher will customise it to fit the specific audience, listening out and probing for differences in responses according to:

- Age/gender
- Length of time out of work
- Benefit status
- Participant type e.g. Lone parent, carer/unable to work through sickness
- Location (whether has high/low unemployment etc)
- Personal /family experience of unemployment/benefits

Researcher should be ready to deflect over-dependence on recession as reason for lack of activity, where necessary prompting with comments like: “A lot of experts believe we are moving out of recession – so perhaps we could also talk about behaviour in that context”

*DWP have sponsored these informal sessions because they need to keep in touch with the realities that people face in finding and staying in work. They understand they are removed from the everyday experiences and challenges ordinary people face in current economic conditions. They also understand why people may feel uncomfortable talking to employees of the DWP/Government directly. That is why they ask independent researchers to do the listening for them, reporting back overall themes and feelings confidentially without mentioning any names.*

*Jigsaw Research, who I work for, is completely independent from Government – they are just one of many and various clients. We simply want to hear what you have to say and make sure your views and experiences are heard and reported accurately. As a member of the MRS we are bound by their code of conduct and prohibited from revealing names or any personal details that could potentially identify you.*

*With your permission and if you are OK with it, we will tape record the session. This will enable us to listen back more closely and not worry about taking so many notes.*

*The tape recording will not be circulated but used as a work tool for our personal attention.*

*The purpose of the study is to better understand the day to day experience of life without paid employment/as lone parent/out of work due to illness etc. We are talking to groups and individuals throughout the country and comparing experiences, exploring attitudes and collecting anecdotes. The findings of the study will be used to improve communication between the government and the out-of-work, ensuring it is based on genuine understanding.*

*We will be covering a lot of stuff, tapping into your attitudes and experiences. We will also try to keep it interesting, doing some more light-hearted questioning and games.*

*We will be asking a lot about you so it is only fair to tell you a little about us. (Each researcher will introduce themselves to the group, in personal way, as they see fit).*

*Now it is my turn to find out about you. It would be great to get some basic facts but also a sense of what makes you tick as a person:*

- First names/circumstances and brief family background
- School/working history (as relevant and asked sensitively)
- What you are up to at the moment in your life (researcher to listen out and reflect participants language)

## **2. Building up picture of daily life (10 mins)**

**Researcher note:** *The purpose of this section is to get sense/picture of everyday realities of life. As well as compiling a picture need to listen out for underlying attitudes and assumptions. This section is not intended as a direct discussion about the experience of unemployment/lone parenting/out of work due to sickness but the habits and routines that make up daily experience.*

*We would like to get a sense of every day life for you at this point in time.*

- Each participant is encouraged to describe a typical day
  - Probe for structure and routine
- Then describe what makes a good day and what makes a bad one with specific examples where possible
- Have they built up a daily or weekly routine and can they describe it?
- Researcher to probe if necessary for:
  - Social time (with who/where)
  - Family time
  - Work seeking time (probe for whether episodic, structured etc)



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- Changes/ shifts /trends
- Habits/routines
- When people are not working conventionally they sometimes create routines/habits to order their time – is this true for you?
  - Probe behaviour that they perceive as habitual and try to get sense of general flexibility/openness
- If you could change one thing what would it be?
- For out of work due to sickness:
  - Listen out for impact of sickness on daily life
- For lone parents/carers listen out for degree to which dependents dictate routine/lifestyle
- Listen out and probe if necessary on any 'job preparedness' activities (e.g. voluntary work, training, dealing with practical issues like childcare et cetera)

### **3. The experience of being out of work/lone parent/carer/unable to work due to sickness (15 mins)**

**Researcher note:** This section is a more direct exploration of how participants experience unemployment/sickness/being lone parent etc and how they process these experiences. Where possible the researcher should encourage comparisons with actual experiences of working. If this is not an option then the perceptions of the difference will be just as enlightening.

*Many people we have spoken to in the past feel that policy makers have no personal experience of living without work/being lone parent/being unable to work through sickness and do not understand the reality. This is an opportunity to put that right. We need your help building an authentic picture – “the good, the bad and the ugly of being out of work”!*

- If they had to explain the experience of being out of work/lone parent/unable to work through sickness to someone who had never been out of work, what would they say – how would they bring the reality to life, both the positives and the negatives?
- What words would they use to describe the experience?
- What do they personally struggle with most about their situation?
  - Probe beyond financial
  - How do they deal with these challenges?

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- Do they personally feel defined by their situation, if so how?
- Do you feel they could work with support?
  - Do you feel you could have worked earlier if given the support?
- To what extent do they feel the experience/situation has impacted them as people either positively or negatively?
  - Probe for impact on confidence and self esteem
  - Probe if necessary for health impact
- If we asked your family and friends about how you may have changed what do you think they would say?
- Have any experience of seeing how out of work/lone parenting/unable to work due to sickness has impacted others (e.g. friends or family members)?
- To what extent has your situation impacted others?
- Do some people find the situation harder than others? If so who and why?
- Some people we have spoken to have talked about the positive impact of their situation. Can we spend some time thinking about those?
- When you are feeling down, what can you do to break out of the negative mood?
- Some of your parents/family may have faced similar situations in the past; do you feel that they had the same experiences as you?
  - Do you feel the experience will have changed along with society and attitudes or has it an enduring nature?
- To what extent do stereotypes exist of the out of work/lone parents/those unable to work due to sickness?
  - What different stereotypes exist and how do they feel about them?
  - Do these stereotypes impact them personally?
  - To what extent do they relate to reality, if at all?
  - Do they know people who conform to them?
- Does the experience of being out of work/lone parent/unable to work due to sickness change over time?
  - Probe for Lone parent/out of work through sickness journey/stages

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- (For participants looking for work) Did you have a specific sort of work in mind when you first became out of work?
  - How has this developed/changed and why?
- Can they describe the transition period they went through at the beginning of their current situation?
- Get participants to plot the experience/emotions surrounding unemployment/lone parent/unable to work due to sickness against key milestones of their choosing (e.g. first week, first month etc)
  - **For out-of-work participants, if necessary use timeline as stimulus**
- What advice would they give someone who has just been made out of work/about to become a lone parent/about to stop work due to sickness to help ease the transition?
- What measures can someone in your situation take to prepare for work/increase likelihood of work/make work practical option?
  - Probe if necessary for interest/participation/attitudes to 'interim activities' like voluntary work/ training/part time working – motivations, experience and attitudes
  - Is it important to keep 'work ready' psychologically?
  - For lone parents/unable to work due to sickness what are things that need to be attended to

### **Optional exercise 'Rough guide to unemployment/Lone parenting/unable to work through sickness':**

Researcher to divide group into two:

*We want each group to work together as group to develop a rough guide with advice and tips on how to survive, get the best out it etc*

Each group then to present back to other for comment/reactions

- What are the main myths about unemployment/lone parenting/unable to work through sickness you would like to nail:
  - What are they and what is the reality

Optional exercise: Stimulus statements:

Researcher note: Explain that these are a number of statements other people have made and we want to get their points of view:

- A person must have a job to feel a full member of society.

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- In general, the people I know think that if you are out of work, it is important to keep looking for a job.
- Having almost any job is better than being out of work.
- Getting a job is more down to luck than the effort you put in.
- Benefits give a more stable income than trying to earn a wage.
- Once you've got a job, it's important to hang on to it, even if you don't really like it.
- You need to be in a job to get a better job.
- I don't much care whether I work or not

Researcher to explain that these are statements that some people have made and we want reactions.

### **4. Cultural/societal and familial context (10 mins)**

**Researcher note:** The aim of this section is to identify how different external forces shape the experience.

- How did your family respond when situation started?
- What about family/acquaintances
- How would you describe reactions then and now of:
  - Different members of the family
  - Friends and acquaintances
- How do you feel that others view your situation:
  - Society as whole
  - Middle England
  - Tabloid papers
  - Broadsheet press
- Do you ever feel judged?
  - By who and what is that judgement?
  - What would you response be?

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- Do these opinions of 'others' ever conflict and how do they deal with that/who do they 'listen to' e.g. friends Vs parents Vs Government (researcher to listen out for competing moralities/ethics )
- Some people have commented that there is a greater diversity of morality than there used to be:
  - Would you agree?
  - How would they describe their own moral code and how it may differ from others e.g. parents, Government, mates etc?
  - Can you give examples of how your morality/code conflicts with others?
  - Does your lifestyle/situation ever touch upon these different viewpoints
- Can you think of one person who is completely supportive and really understands the situation and its realities?
- Looking at this from the other side, is there anyone who really doesn't understand and whose attitude has been unhelpful?
- Whose opinion do they respect/listen to and what would they do in your situation?
  - What advice have they listened to?
- What has impact of situation been on the family/relationships?
  - Probe for differences by gender
- Does situation change family life in any way:
  - Encourage specific examples/anecdotes – positive and negative
  - Listen out for universal themes and dynamics
- Who do they go to for advice related to their situation (beyond JCP)
  - Probe for CAB/ Gingerbread et cetera
  - How does the advice differ - do they have different perspectives on your situation from Government bodies?
- How is unemployment/lone parenting/unable to work due to sickness represented in the wider media?
  - Overall what is the media viewpoint?
    - Probe for newspaper/tabloid/TV perspectives

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- Examples of programs they have seen/things they have read that they remember for positive or negative reasons
- How do media portrayals of out-of-work gel with reality:
  - Probe for realistic Vs stereotypical

**Optional exercise: Show clips from Benefit Busters**/other programmes featuring the out-of-work and use as stimulus for discussion

### **5. Perceptions of the future (10 minutes)**

**Researcher note:** This section needs to be handled particularly sensitively. The objective of this section is to tap into underlying attitudes about current experiences by projecting forward to the future.

- Firstly, let's go back in time – when you were at school what did you envisage doing with your life?
  - What/who shaped this ambition?
  - How did your ambitions change and develop over time?
  - What about now – how do you want to see your life develop from here on in?
  - Are there people (who you know/you read about/see on TV etc) you look at and think – that is what I want to do/be? (Listen out for cultural references e.g. X Factor)
- Some people we have spoken to seem to have unrealistic expectations...do you see this as an issue for some?
  - What is the right balance between pragmatism and ambition?
- Thinking about the near future what do you think life will be like in 2 years?
- If you could change one thing what would it be?
- How will your life be the same/different:
  - In terms of work/family/social life?
- Being positive, what do you hope you will have achieved?
- (If relevant) what sort of work might you be doing – can they imagine the job in particular?
  - What can you do to achieve this?
  - What help/advice/support would you require to help achieve this?

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- To what extent do you hope/want to change your life?
  - What are your short, medium and long term goals?
  - How do you intend to make these changes (probe for specific plans)
  - Probe lone parents/out of work due to illness for planned adaptations

### Optional exercise: The Predictions game

*We now want to do a light hearted exercise “Close your eyes. I now want you to imagine it is 2014 – 5 years from now”. Imagine what life is like and what you are doing. What will be on TV? Who will be leading The Premiership? Who will be in Government? What will they be doing? If jobs, what sort – and how will they feel about them? How will they look back on their time now? If they predict they will still be out of work, how will they be spending their time?*

### Section 6 asked to out-of-work participants only

#### **6. Seeking work: Attitudes, tactics and strategies (30 mins)**

**Researcher note:** In this section we want to explore overall attitudes to getting work before drilling into underlying attitudes and actual behaviours. It is especially vital that the tone of the conversation is as non-judgemental as possible in this section. Listen out and deflect comments that suggest job seeking pointless in current environment.

*We need, of course, to talk a little about job seeking. This is not a Jobseeker’s Allowance interview so please feel free to tell it how it is (Offer to turn off audio recorder if necessary)*

- When you first became out of work did you have a specific goal in mind?
  - What happened?
  - What steps did you take to find this work?
  - What are the barriers preventing you getting this sort of work now?
- Can you describe your initial job seeking experiences?
- Have attitudes, tactics, goals and strategies to finding work changed over time?
  - How does current behaviour compare with that when they first became out of work?
  - To what extent do they have plan in place?
  - What does your plan look like?

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- How open are you to different approaches?
- Do people they know vary in terms of the approaches they adopt?
  - Probe for examples
- Thinking about their current behaviour, how would they describe their attitude to job searching?
- What help/advice/support they have received has been useful?
  - From who
- What other help would make a difference and from who?
- How would they describe the assets they would bring to a position/role? What do they feel they have to contribute?
- Some people we have spoken feel that applying for jobs itself is a difficult/unpleasant process...what do you think they have in mind when they say this?
  - (If necessary push further)They talk about the stresses of 'putting themselves out there to be knocked back' ...do you know what they mean by this?
- How do they feel whilst job seeking? Are some parts more/less difficult than others?
- What are the relevant skills needed for effective job seeking?
  - Which of these skills do they possess?
- What active job seeking do they do now, if any:
  - On daily basis
  - On weekly basis
  - On monthly basis
  - Probe for emotions surrounding these efforts
- What practical tips would they give to someone looking for work?
- How much luck have they had in the past and how 'close' have they got:
  - Encourage anecdotes and probe surrounding emotions



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- What lessons have they learnt about job seeking during the time they have been out of work

**Researcher note:** At this point return to unemployment milestone chart/timeline and ask participants to chart job seeking behaviours against the milestones identified:

- Do job seeking attitudes and behaviours change over time and if so how?

*We would like to get a closer feel for the sort of jobs that you apply for as opposed to those that you know from experience are not worth the effort:*

- What kinds of job do they feel they have most chance of getting?
- When you look at a job advert what are you looking for?
- How do they decide whether or not they will apply for a particular vacancy?
- How quickly do you make your mind about suitability/worth applying?
  - Explore criteria
- What lessons have they learnt about the jobs worth applying for during the course of their unemployment?
- What are the skills required for successful job hunting?

### **Mandatory Exercise: Bringing the job process to life**

Using real jobs from local newspaper and Jobcentre Plus (reproduced in same language on index cards) get participants to sort through jobs and assess each for interest levels, listening out for:

- How specific is the job they have in mind?
- What first catches their eye?
- Selection criteria
- Role of verbal cues/how job is described/decoded
- Role of pay Vs other criteria
- Is selection based upon desire or sense that they may have a chance?
- How do Jobseeker's Allowance policies influence selection (what sort of jobs are they really interested in Vs going through the motions?)
- Identify jobs of most interest and discuss how application/interview would be prepared for/expectations

Section 7 asked to all but tailored to different participants' situations – for Lone parents and unable to work through sickness, section will be phrased in terms of 'when you are able to return to work'.

### **7. Preparing for return to work (10 minutes)**

**Researcher note:** This section is charged with exploring underlying feelings, fears and anxieties about the return to work by getting participants to imagine **they were returning the very next week.**

- How would they feel when they hear that their application has been successful?
- What would they do after getting off the call/who would they tell?
- To what extent may they feel conflicting emotions?
- When would they want to start and how would they spend the intervening time?
- What feelings and thoughts would be running through their heads?
- What would they be looking forward to/what might they miss in current lifestyle?
- How do they imagine the first day/week will be like?
- What would they find most difficult about the transition?
- Do they think they would need any help in preparing for return to work?
  - What sort of help and from which source?

### **8. Reforming the benefits system (15 minutes)**

**Researcher note:** The objective of the initial part of this section is to use attitudes towards the current system as another way to explore underlying attitudes and assumptions. The second part is intended to be a little more challenging and use the idea of reform to explore reactions if current benefits/lifestyle could not be maintained.

*We would now like to talk a little bit about the current benefits system and hear your views:*

- Pros and cons of system overall?
- Do certain people/groups benefit more than others?

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- Do they feel they are given enough support/help from the Government?
  - Probe for perceived degrees of responsibility of individuals/Governments
- How do they feel the current system should be reformed and why?
  - Probe for overall and benefit specific reform
  - Probe for current and desired role of JCP
- Are they aware of any criticism from the media and what is the nature of this criticism?
  - How would they respond to these criticisms?
- Have they heard anything about the benefits system changing?
- What changes do they expect to see and how do they feel these may impact them?

Researcher note: At this point describe planned changes in system in general, non threatening terms:

*I would like to now share what the Government has to say about plans for future reform. The government's welfare reforms aim to help people, including those who've been out of work for some time and become used to life on benefits, to get into work. Almost everyone on benefits will be expected to take active steps to work based on their individual needs and circumstances.*

- Allow spontaneous reactions and prompt where necessary:
  - Listen out and explore for support/discomfort etc
  - What does this mean in reality/what changes do you anticipate from this?
  - To what extent do you feel this will impact you personally?
  - How might it influence their behaviour and experience of unemployment

**Researcher note:** Where appropriate researcher may want to challenge the group further.

*Some people feel reform should go further and advocate policies that challenge what they see as "culture of dependency".*

*And/or*

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*In Australia and US Workfare models have been introduced where receiving benefits is conditional on certain requirements. These requirements are often a combination of activities that are intended to improve the recipient's job prospects (such as training, rehabilitation and work experience) and those designated as contributing to society (such as unpaid or low-paid work).*

- Allow spontaneous reactions and probe where necessary
- How do they feel about these sorts of policies? What are the pros and cons in their view?
- To what extent would they rather hear about these changes ahead of time, as opposed to finding out about them as they occurred?
  - Probe to get a sense of whether advanced warning would allow adjustment/preparation Vs create anxiety

### **9. Closing the session (10 mins)**

*As a final exercise I want you all to imagine you are in work and have been for some time. Perhaps think of a specific job. Spend a couple of minutes imagining what life would be like in work:*

- How will life be different from now?
- What will improve about your life?
- What sacrifices may be involved?
- How will day-to-day life be different?
- Will you think and feel differently?

*I have taken up a lot of your time but it has been a really useful session – and an enjoyable one for me personally.*

# Appendix C: Qualitative research sampling approach

## Extended Depth Interviews:

Three locations were selected for the interviews, including:

1. An area of traditionally high unemployment (Liverpool)
2. An area which has seen recent and rapid rise in unemployment (Bristol)
3. A more prosperous area where unemployment is still relatively low (suburban South West London).

Eighteen respondents were interviewed, according to the following schedule:

Group No.	Benefit status	Length of unemployment	SEG	Age	Type
<b>LIVERPOOL (area of high unemployment)</b>					
D2	JSA	12 mths +	C2DE	18-25 yrs	Education leaver
D4	ESA/IB	5 yrs +	DE	45-60yrs	Disability
D5	None	2 yrs +	DE (low income)	18-30yrs	Non-working partner of person who is working
D11	None	0-6 mths	C1C2	45-60yrs	Non-working partner of claimant
D18	None	0-12mths+	ABC1	18-35yrs	Carer
<b>BRISTOL (area of high recent unemployment)</b>					
D8	JSA	0-3 mths	C1C2	18-25yrs	Education leaver
D9	JSA	4-6 mths	AB	40-50yrs	Disability
D10	ESA/IB	0-12 mths	DE	45-60yrs	Disability
D12	IS	0-12 mths	C1C2	30-45yrs	Lone parent
<b>SW LONDON (affluent neighbourhood)</b>					
D1	IS	5 yrs +	DE	30-45yrs	Lone parent
D6	None	2 yrs +	DE	36-60yrs	Carer
D13	JSA	12 mths+	ABC1	45-60yrs	Married with kids
D15	ESA/IB	1-2 yrs	C2DE	18-30yrs	Disability
D16	ESA/IB	2-5 yrs	ABC1	30-45yrs	Disability
<b>GLASGOW (devolved nation representation)</b>					
D3	ESA/IB	5 yrs+	C1C2	30-45yrs	Disability
D7	JSA	0-6 months	DE	18-30yrs	Lone parent
D14	JSA	4-6 mths	C1C2	18-25yrs	Recently unemployed
D17	None	Over 6 mths	C1C2	30-45yrs	Non-working partner of claimant

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Across the depths as a whole the following additional criteria were achieved:

- A roughly even split of men and women
- A roughly even split of young (18-30), middle aged (30-45) and older (45-60) people
- A good mix of social grades
- A minimum of two drug/substance abusers and two ex-offenders
- A minimum of six ethnic minorities
- Within the six depths with disabled people, a mix of disabilities (physical and mental) and ESA / IB claimants
- Within 45-60s ensure good spread i.e. not just 55+.

### Mini-group Discussions:

A total of ten mini-groups were conducted, in the same locations as the individual interviews, according to the following schedule:

Group No.	Benefit status	Length of unemployment	SEG	Age	Type
<b>SW LONDON (affluent neighbourhood)</b>					
G1	JSA	over 6 mths (include min 2 over 12 mths)	C2DE	18-25	Single/co-habiting
G8	JSA	4-6mths	ABC1	45-60	Recently unemployed
G9	None	N/A	Any	Any	Facing redundancy
<b>LIVERPOOL (area of high unemployment)</b>					
G2	JSA	over 6 mths (include min 2 over 2 yrs)	C2DE	35-50	Married with children
G3	IS	over 6 months (include min 2 over 2 yrs)	DE	20-35	Lone parents
G5	None	0-3mths	BC1C2	30-45	Recently unemployed
<b>BRISTOL (area of high recent unemployment)</b>					
G4	JSA	4-6mths	C1C2	25-40	Recently unemployed
G7	None	0-6mths	BC1C2	18-25	Education leavers
<b>GLASGOW (devolved nation representation)</b>					
G6	ESA/IB	Any	C1C2	Any	Disability
G10	JSA	0-3 mths	C2DE	18-35	Recently unemployed

Across the depths as a whole the following additional criteria were set:

- A mix of genders in each group
- Two to four respondents in each group from ethnic minorities

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- Quotas set on groups G1 – G3 to ensure two to four respondents from families with generational history of unemployment
- G3 needed to ensure good spread time on IS (between 3 months and 5 years) and spread of **youngest** children's ages
- Within group G6 we aimed to achieve a mix of those on ESA and IB and to ensure a mix of physical and mental disability
- Within group G8 we aimed to achieve a mix of ages (maximum two aged over 55)
- Across all groups we aimed to achieve representation of the following benefits claimed: Disability Living Allowance, Housing Benefit, Council Tax Benefit.

# Appendix D: Quotas for quantitative research

Group	Jobseekers Allowance	Incapacity benefit or ESA (ESA = 175k)	Lone Parent (on IS or JSA)	Out of work, not on JSA/IB/ESA, looking for work	Out of work, not on JSA/IB/ESA, NOT looking for work (but on a low income)	Facing redundancy
<b>UNIVERSE NUMBERS</b>	1600000	1600000	775000	800000	800000	300000
% of universe	27.2%	27.2%	13.2%	13.6%	13.6%	5.1%
Suggested % of sample	27.5%	30.0%	12.5%	12.5%	12.5%	5.0%
<b>Sample 2000</b>	<b>550</b>	<b>600</b>	<b>250</b>	<b>250</b>	<b>250</b>	<b>100</b>
<b>Gender</b>						
Male	358	330	13	163	63	65
Female	192	270	237	87	187	35
<b>Age</b>						
18-24	165	32	63	88	min 40	15
25-49	302	291		124	min 100	50
25-34			88			
35+			99			
50+	83	277		38	min 40	35
<b>Length of time on benefit (or out of work for those not claiming JSA/IB/ESA)</b>						
0-3 months	247	} 63	} 63	100	} 100	To Fall Out Not Applicable
4-6 months	127			50		
6-12 months	} 176	} 179	} 99	} 100		
12-24 months						
2-5 years						
5-10 years						
10 years +	208	88				
<b>Age of youngest child</b>						
Under 5			125			
5 or more			125			
<b>Ethnicity</b>						
BME	83	90	38	38	38	15
<b>Social status</b>	mix status	mix status	mix status	mix status	mix status	mix status
<b>Geography</b>	mix region	mix region	mix region	mix region	mix region	mix region
<b>QUOTAS / MONITORS</b>						
<b>Physical disability</b>		360				
<b>Mental disability</b>		240				
<b>Carers (fall out naturally)</b>						
<b>Partners</b>						



# Appendix E: Segmentation analysis

## Identification of segmentation input variables

The first stage of the analysis process was to identify and confirm the key questions to be used to drive apart and identify the segments. The question/variables were divided into two groups - inputs and subsequent segment profiling variables as defined below.

- Segmentation inputs: variables such as relevant attitudes which are used to *drive the segments apart*. Segments identified during the analysis will differentiate most clearly on these input variables
- Segmentation profiling variables: any other information collected during the research phase which we can *use to profile the segments* (thus creating a fuller picture of each). Whereas we expect clear differences between the segments on some (but probably not all) of these profiling variables, these are likely to be less marked than for the input variables.

Since the quantitative questionnaire was designed following the review of social psychological literature as well as qualitative research, this task was relatively straightforward: each of the key areas identified as influencing job seeking behaviour had been covered, so the questions associated with these areas were essential inputs for the segmentation.

However a balance needed to be struck between the need to cover off all the key aspects as well as managing the volume of the variables included: it was important to avoid including too many different variables as this can result in relatively unfocused solutions which are difficult to action. The type of data collected for each question was therefore taken into consideration i.e. whether it was seven point vs. five point scale, categorical, binary (yes/no) or association data, as well as the approximate number of segments which would be optimal (i.e. twenty would probably be unmanageable but two would be too few). This iterative and detailed approach meant that an optimal set of input variables could be identified as a starting point for the segmentation analysis.

The most notable variables to be allocated as 'profiling' rather than 'input' variables were those around actual job-seeking behaviour. This was agreed as it was felt that attitudes could be used to predict this and that a focus on changing these attitudes (via communications etc.) should lead to natural changes in behaviour. It was however agreed that examination of the segment profiles on the behavioural measures would be very important to ensure that enough differentiation across segments was achieved.

It was also decided that Q9a and b (proportion of friends and family who are on benefits/not working) would be used as profiling variables only. This was based on the fact that the attitudinal statements around norms in Q10 would adequately capture this subject within the segmentation analysis, with Q9a/b being closely monitored in the segment profiling.

## **Initial data checks**

It is difficult to accommodate missing values in cluster analysis, so cases are typically excluded at the respondent level if there are missing values on any of the variables. The questionnaire was designed with this in mind, such that the mid-point on seven point scales represented 'no opinion' as well as 'neither agree nor disagree' - those respondents for whom a statement was not applicable could therefore use this point on the scale rather than give no information.

The wording for those facing redundancy was also adapted to make the attitudinal statements more applicable to the circumstances of these people (e.g. asking how they would feel 'if' they were not in work). On receipt of data, checks were performed to confirm that all variables had valid responses and no missing values.

Once this had been verified, the data was checked for respondents who had not engaged in the questionnaire properly, who may have given unconsidered answers that were not reflective of their true feelings. The standard deviation across all seven point scale variables was computed and it was decided that those respondents who had shown little or no variation in their responses (i.e. a standard deviation of less than 0.5) would be excluded from the analysis.

So, for example, anyone who said 'neither agree nor disagree/no opinion' to most statements would have been excluded, along with those who said they strongly agreed to almost everything (which would not make sense given the nature of the statements).

Overall, the quality of the data was high: only 2.5% of respondents from the main sample (55 respondents) were excluded. This meant that the sample base was reduced but only slightly – from 2216 respondents to 2161. Frequency checks on those who were excluded were run to ensure that this did not impact on sample structure.

## **Data exploration to assess distributions of input variables**

More in-depth data exploration was then undertaken, both to validate the use of the selected input variables and to assess the degree of transformation that would be required prior to the main analysis.

A number of descriptive analyses were run on the key variables including means (where appropriate), skew and kurtosis, and standard deviations. The main focus, however, was on frequency distribution charts (histograms) that were generated for the scale variables, which provided a visual summary of the above.

From these charts it was clear that some variables would be more effective than others in splitting the sample into groups.

There were some variables with quite an even spread of responses, such as 'being out of work I struggle to keep myself busy', 'telling people you're not working is/would be embarrassing', and statements centred around self-efficacy/perceived behavioural control (Q12). Others were skewed more towards one end of the scale. For example,

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most people agreed that 'there are not enough job vacancies for everyone at the moment'.

There were also variables which had a more balanced distribution, with most respondents giving responses towards the middle of the scale/the mean. Finally, due in part to the nature of the scale midpoints, there were also some instances when a large number of people had chosen this mid-point. This trend was generally evident in the more controversial or specific statements but also on many of the 'willingness to compromise' statements - perhaps because of their more hypothetical nature.

In terms of the potential impact of these differing distributions on the segmentation analysis, it was expected that those variables with the most even spread of responses would be most useful in classifying people into different segments. Those skewed towards one end of the scale were expected to have less impact overall (as most people would have given similar responses) but could be useful in identifying groups of people with more specific attitudes. It was also expected that those variables where responses were heavily concentrated on the midpoint would allow potential separation of people who stood out as having an opinion on these.

It was therefore agreed that it would be useful to include all previously identified variables as segmentation inputs - even those mainly concentrated on a certain point in the scale - to increase the chance of teasing out groups of people in the minority who may constitute a valid extra segment.

It was also agreed that it might make sense to group certain variables together (such as the willingness to compromise statements) if patterns in response between them were extremely similar. Factor analysis was therefore performed on the seven point scale variables to identify whether there were any underlying themes within the data that could be used in place of the original variables as inputs into the segmentation analysis. A set of nineteen factors was identified.

It was decided that two alternative sets of inputs would be used for the segmentation analysis and then compared:

1. The nineteen factors + any variables excluded from this analysis (Q8a and Q21 statements)
2. Individual variables with some variable grouping.

For Set 2) it was agreed that an average across the Q12 variables would be preferable to using separate statements as all Q12 statements were highly correlated, and grouped together consistently in the factor analysis. It was also agreed that the Q15 statements should be grouped into three underlying themes to avoid repetition, as there was a high correlation between the variables within each of these:

- Willingness to compromise on aspects of job
- Willingness to seek work in new areas/gain further experience
- Willingness to become self-employed.

## **Considering differences between quota groups**

Another key consideration in undertaking this analysis was how the different quota groups (JSA claimants, IB/ESA claimants, Lone Parents, Other Non-Working/Looking for Work, Other Non-Working/Not Looking for Work/Low Household Income and Facing Redundancy) should be treated. It was felt that the attitudinal segments should not simply serve to replicate these existing quota groups and that in a successful attitudinal segmentation, each quota group would be present in more than one of the segments.

Some preliminary analysis was therefore performed prior to the main segmentation analysis, in order to evaluate how differentiated the quota groups were in terms of their attitudes. It was concluded that although there were some key attitudinal differences/trends between the quota groups, there were also common/shared attitudes, which would hopefully yield cross-over in terms of the segments. It was agreed that this would be closely monitored during the analysis process.

## **Data transformation**

Given the varied distribution of the variables it was recognised that even without transformations (such as standardisation and/or centring of responses); the data was likely to yield interesting/useful results. However transformations can help to produce variables which show a good level of differentiation and it was concluded that this would still be a worthwhile exercise. A few different methods of standardisation were therefore applied and the profiles of the resulting segments were compared to assess which method achieved the most 'natural' feeling segments.

The two main methods of transformation used were standardisation across respondent and centred z-scores, encompassing all seven point scale variables/factors. The former involved taking the difference between the response on each variable, and the mean across responses to all (seven point scale) variables for each respondent, then dividing this by the standard deviation across responses to all variables for the same respondent. The latter involved taking z-scores on the variables (subtracting the sample mean and dividing by the sample standard deviation for each variable) and then centring these across respondent (subtracting the mean for each respondent).

It's worth noting that a few of the input variables were treated slightly differently here:

- Q21 (overall outlook on life) was asked on a five point scale as it was potentially required for use as a link to TGI. It was decided that transformation into a top two box score would work best here.
- Q8a (how would you feel about getting paid work within the next 3 months) was also asked on a slightly different five point scale. Again, it was agreed that it would be best to convert this to a top two box score.

## Methodology and range of solutions

It was agreed with that a range of three to ten solutions would be run as a starting point on the basis that this range would cover the sets of solutions that were most likely to be chosen, taking into account both manageability and the need to achieve sufficient granularity in the differences between segments.

Two separate methods of cluster analysis were used to generate segments:

1. An advanced **K-means** algorithm which specifically targets the reduction in Euclidean Sum of Squares (ESS - a measure of how close each respondent is to the segment they belong to). This algorithm was run one thousand times per set of segments (e.g. three segments, four segments), and a solution identified showing the best ESS in each case. Several starting strategies (for the cluster centroids) were also used to ensure that the optimal selections of segments were generated.
2. **Hierarchical clustering** within SPSS. This is an agglomerative procedure which attempts to identify segments using an algorithm that starts with each case in a separate segment and combines segments until the target number of segments is reached.

Having profiled the solutions generated by both these methods (and using input sets a) and b)), it was decided that the cluster analysis method 1 (advanced k-means) was preferable because it was shown to provide a more rigorous methodology. The solutions generated using the hierarchical clustering methodology had substantially lower predictive accuracy when discriminant analysis was run using all of the original attitudinal statements (classification accuracies for the eight cluster solutions, based on standardisation using centred z-scores on the seven point scale variables, have been summarised below as an illustration of this). Given the need to accurately allocate individuals into clusters in the future using a statement-based algorithm, this comparatively lower accuracy was the key reason for rejecting hierarchical clustering.

(Std: centred z-scores)	Hierarchical Clustering		Advanced k-means	
8 cluster solution comparison	Main (i)	L1O (ii)	Main (i)	L1O (ii)
% Solution Reliability (iii)	76.8	72.3	92.7	89.5
% Algorithm Reliability (iv)	78.1	72.8	92.4	86.4

- (i) Classification accuracies achieved when an algorithm produced using the entire sample was used to predict which cluster a given respondent would belong to (and then compared with the cluster they were a member of in the actual cluster solution).
- (ii) Classification accuracies achieved when an algorithm produced using the entire sample except the respondent in question was used to predict which cluster that respondent would belong to ('leave one out' accuracies).
- (iii) Classification accuracies achieved when the actual segmentation inputs i.e. transformed/recoded variables were used as the predictors.
- (iv) Classification accuracies achieved when the original attitudinal statements as coded in the questionnaire were used as the predictors. These accuracies are those which would be relevant for allocating future respondents to clusters.

The solutions produced by Input Set 1 (factors used in place of the seven point scale variables) and Input Set 2 (using individual statements with variable grouping on Q12

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and Q15), were very similar. However those based on Input Set 2 provided more granular differences in the segments. The algorithm accuracy was also slightly higher on the solutions generated using individual variables with some variable grouping, because less transformation of the original inputs had taken place (again the eight cluster solution from both sets has been used for illustration purposes) and also because the solutions seemed to be marginally more stable:

(Std: across respondent)	Factors		Individual Statements	
8 cluster solution comparison	Main	L1O	Main	L1O
% Solution Reliability	91.6	89.6	94.1	91.2
% Algorithm Reliability	87.7	81.7	87.4	83.7

*Please see above to definitions of the terms in this table.*

It was therefore decided that Input Set 2 would be used for analysis purposes.

All segmentation inputs were assigned equal weighting in the analysis. It was recognised that any weighting applied would be arbitrary and subjective. It was therefore agreed that this would only be applied if any imbalance was observed in the profiling on any variables associated with the key areas from the ingoing behaviour change model (see section 2.1.2).

The attribution of undue weight was avoided in two ways. Firstly, given that the solutions produced when using factors in place of individual variables were very similar, it could be concluded that any repetition of themes within the questionnaire was minimal. Furthermore, those areas covered by a number of very similar statements i.e. Q12 and Q15 had already been reduced into fewer dimensions (via the variable grouping detailed above).

All solutions fulfilled basic statistical criteria for a robust segmentation.

Once a decision had been made in terms of the cluster analysis methodology and segmentation input variables, members of the Bonamy Finch and Jigsaw Research teams met to discuss the sets of solutions in more detail and to narrow this down into a shorter list of segments for further examination in the initial workshop.

### Key take-outs from initial examination of segments

Standardisation across respondents (using the mean and standard deviation across responses on the all 7-point scale variables) yielded more intuitive segments than other methods and showed a higher level of robustness. Solutions generated using centred z-scores (which was the other main standardisation method employed) tended to produce at least one cluster with relatively low standard deviation across the key variables i.e. which did not particularly stand out on any the key measures.

However the decision to use one method of standardisation over another was in part subjective and based on getting a feel for how logical and true to life the clusters generated using both methods seemed to be. The Jigsaw Research team were able to use their experience from the qualitative interviews to aid this decision-making

process. The method of standardisation across respondent was deemed the most preferred and relevant given the solutions produced.

Although some segments were dominated by specific quota groups, there was also a good degree of cross-over in all segment solutions, which met the ingoing objective of not re-creating existing groupings of individuals based on benefits and demographics alone.

Good differentiation was achieved on proximity to others out of work (the influence of social norms), and job-seeking behaviour.

Within the preferred set of solutions (advanced k-means on individual variables with variable grouping on Q12 and Q15, and standardisation across respondent):

- The five segment solution was felt to be too simplistic given that additional segments emerged in solutions with more clusters that were recognisable.
- The six and eight segment solutions seemed to be the most promising – they were felt to be the most intuitive.
- Relatively, the segments within the seven segment solution seemed quite muddled i.e. there was a lack of consistency with this and the six and eight segment solutions (which seemed to be more stable in comparison in terms of consistency across sequential solutions).
- Segments from the nine and ten segment solutions were more difficult to distinguish and displayed a degree of repetition/overlap – segments within these solutions were less heterogeneous in comparison to other segments. Some of the segment sizes also became quite small at this level (e.g. 7% for segment two in the nine segment solution) which suggested that they might not be substantial enough to justify specific targeting.

After much deliberation, the six and eight segment solutions were chosen to take forward to the review workshops for detailed examination, comparison and feedback from the key stakeholders.

### **Review workshops**

All core members of the project team from both agency and client side were closely involved in selecting the segment solution in an open and iterative approach. In order to facilitate this decision-making process, two workshops were set up with representatives from the DWP project team and other key stakeholders.

The first took the form of an interim results meeting, during which the research team put forward two possible solutions (a six or eight segment solution) based on a thorough interrogation of the data by Jigsaw Research and Bonamy Finch. Work stations were set up for small teams to review and diagnose the raw data of particular segments, each team presenting back to the group the differentiating characteristics they had identified for that segment. Based on this workshop, both the six and eight segment solution were felt to have merit.

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The first workshop was followed by a 'solution selection workshop' a week later. During this session work stations were again set up for small teams to conduct a 'deep dive' review into the clusters that were common/unique to each of the six and eight segment solutions in order to reach a final decision on the solution.

As a result of these review workshops, the eight segment solution was selected as final based on input and collaboration between the DWP project team and other key stakeholders.



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