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**National Careers Service:  
Satisfaction and Progression  
surveys: Annual report (April 2012-  
March 2013 fieldwork)**

NOVEMBER 2013

**RESEARCH**

The views expressed in this report are the authors' and do not necessarily reflect those of the Department for Business, Innovation and Skills.

Department for Business, Innovation and Skills

1 Victoria Street

London SW1H 0ET

[www.gov.uk/bis](http://www.gov.uk/bis)

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# Chapter 1: Executive Summary

This report presents findings of research conducted among National Careers Service customers that received advice via the service's telephone and face-to-face channels and/or visited the National Careers Service website. This is the second year of research of telephone and face-to-face customers (although in the first year the service was branded as Next Step<sup>1</sup>). This is the first year that research evidence has been collected of customers' experience of using the National Careers Service website. The research examines customer satisfaction with the service and their progression subsequent to their call / meeting with an adviser or visit to the website. The fieldwork was undertaken from April 2012 to March 2013. The research involved two distinct elements:

The Satisfaction survey:

- Face-to-face and telephone customers: 8,808 interviews were conducted by telephone in the month after the adviser session (hence covering adviser sessions taking place from March 2012 to February 2013).
- Online customers: 6,504 responses were completed by visitors to the National Careers Service website from August 2012 to March 2013 – all completed a pop-up survey when they visited the site.

The Progression survey:

- Face-to-face and telephone customers: telephone interviews were conducted six months after the adviser session (hence covering adviser sessions taking place from October 2012 to September 2012). A total of 6,395 interviews were undertaken for this element of the research.
- Online customers: this was conducted via an online survey sent by e-mail to online customers 3 months after completing the pop-up survey. 293 customers completed this survey between November 2012 and March 2013.

It should be noted that this research survey includes some customers who had sessions delivered under the Next Step brand although the service will be referred to throughout this report as the National Careers Service.

## The customer profile and reasons for contact

At the time of their adviser meeting almost three-quarters (73%) of face-to-face customers were unemployed and looking for work. In contrast only around a third of telephone customers and website visitors were unemployed and looking for work (47% of telephone

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<sup>1</sup> The report for the Year 1 survey was published at: <http://www.bis.gov.uk/assets/BISCore/further-education-skills/docs/N/12-p161-next-step-satisfaction-and-progression-surveys-2012.pdf>

customers and 43% of website visitors were in work). It is also noticeable that those accessing different parts of the service have different qualification levels: *of those where a qualification level can be determined from their responses*, face-to-face customers split relatively evenly between those qualified to Level 2 or above (55%) and those with lower level qualifications. In contrast the vast majority of online and telephone customers (just under four-fifths) have higher level qualifications (at level 2 or above).

These two factors (employment status and qualification level) mean that those accessing different parts of the service have very different 'starting points'. This is borne out in their reasons for accessing the service. Overall the most common reasons for contacting the National Careers Service were to obtain information to help find a job (73%), general careers advice and guidance (66%), to get information about courses to do with a current or future job (65%), to get information or advice about a specific career or industry (61%) or for help with writing a CV (60%). When asked about their *main* reason for contact, however, face-to-face customers were most likely to mention help with their CV (32%) or information to help find a job (17%), whereas telephone customers were most likely to say the main reason was to obtain information on funding of courses (31%) or information about courses to do with a current or future job (16%). This suggests that face-to-face customers have a work focus, while telephone customers have more of a learning focus. Similar to face-to-face customers, online customers were more career and job oriented than learning oriented: over half said they visited the site to get information or advice on jobs or careers (56%), twice the proportion that mentioned looking for information or advice about courses and learning (27%). More than a fifth (22%) stated that they were visiting the website in order to access their Lifelong Learning Account.

That said, most customers were looking for assistance across a range of areas.

## Overall Customer Satisfaction

Customers continue to rate the service very highly. As many as 94% of face-to-face and telephone customers agreed that the service was good; and 84% were satisfied overall, with 41% very satisfied, compared against 6% dissatisfied. There has been little change since Year 1 of the survey when the service was Next Step (then 93% agreed the service was good, the satisfaction figures were the same as found for the current study). This clearly indicates that the change from Next Step to the National Careers Service has not negatively impacted on overall views of the service being delivered.

Results among recipients of face-to-face and telephone advice were more positive than average: 85% of face-to-face customers and 84% of telephone advice customers were satisfied. In comparison 79% of telephone information customers and 76% of website visitors were satisfied overall.

Most users were satisfied overall with the National Careers Service website (76%) compared with 7% dissatisfied.

## Service delivery – telephone customers

The vast majority of customers were satisfied with the time taken for the call to be answered (84% v 3% dissatisfied), hence there is negligible evidence of people being kept on hold in queues, a common complaint among those contacting call centres.

Most people were handled in a single call (71%). Those handled in a single call were more likely to be satisfied overall (83% compared with 74% among those requiring multiple calls). This suggests that where possible everything should be done to try and deal with callers there and then.

Where more than one call was required, most customers were dealt with by different advisers (60%). Those having multiple calls dealt with by a single adviser were more likely to be satisfied overall (81% compared with 70% when they spoke to different advisers). This suggests, where feasible, that the service should try to enable the customer to talk to the same adviser each time.

Around half (49%) were told information would be sent. Although most said they had received this information, 12% said it had not (yet) arrived. Customers expecting information which had not arrived were far less often *very* satisfied (26%) than those receiving their information (55%).

## **Service delivery – face-to-face customers**

For the face-to-face element of the service:

- Two-thirds (67%) of customers had a single meeting with an adviser. In contrast to the situation with telephone customers, face-to-face customers who had more than one meeting with an adviser were more satisfied overall (48% very satisfied) than those having a single meeting (37%).
- Most customers who had more than one meeting saw the same adviser (73%). These customers were more likely to be very satisfied overall than those seeing different advisers. This suggests that seeing the same adviser may be considered good practice.
- A third of customers (34%) recalled undertaking the Skills Health Check, while 59% recalled a Skills Action Plan being developed. (As a note, all face-to-face customers in the sample will have participated in the development of a Skills Action Plan, hence there is clearly an issue of recall.) Customers recalling experiencing each were more likely to be very satisfied than average (for example 46% of those who recalled a Skills Action Plan being developed were very satisfied compared with 32% of other face-to-face customers).
- A small proportion of customers opened a Lifelong Learning Account during a session (7%), and while some had opened one since (6%), already had one (3%) or were offered one (11%) most said it had not been discussed (64%). The proportion of customers who reported that a Lifelong Learning Account was not discussed has fallen significantly from the Year 1 survey result (70%).

It is worth noting that, as discussed in a later section of this Executive Summary (and discussed more fully in Chapter 9), for a number of these measures results varied quite widely by Prime Contractor.

## Rating of advisers and the information and advice

Across both telephone and face-to-face customers, satisfaction with the adviser for their professionalism, helpfulness, knowledge, and understanding of the client's needs was high (approximately 90% satisfied on each, with 55% to 65% very satisfied, compared with 5% or fewer dissatisfied). Telephone information customers were less likely to be very satisfied than telephone advice customers, possibly reflecting the less intensive nature of the sessions.

Customer satisfaction with the information and advice being clear and easy to understand (93% satisfied), useful (87%), and helping customers to make an informed choice about what to do next (84%) were also very positive. On each measure the proportion of very satisfied customers was two to three percentage points higher for face-to-face customers and three to five percentage points higher for telephone customers compared with the Year 1 survey.

## Service delivery – website customers

The most common website features and tools used were the Skills Health Check (36%), CV Builder (33%) and Job Profiles (24%), with around a fifth also accessing their Lifelong Learning Account (21%) or looking at the Careers Advice pages (18%). In contrast many tools or features had been used by fewer than 5%. One in seven respondents (rising to 21% for first time visitors) said that they had just browsed the site, not using any of the tools or features that were on offer.

Three general conclusions stand out:

- All features were seen as useful by the vast majority of users
- Job Profiles and CV Builder are by far the highest rated with over half thinking each very useful (62% and 56% respectively – for other tools around two-fifths thought them very useful)
- The Course Search and the Action Plan functions were the least well rated of the main tools / features: 20% of users of Course Search and 14% of users of Action Plans thought these had not been useful (for most other tools 6-7% of users thought each had not been useful).

Most users of the website said that on their current or recent visits they found all (30%) or most (30%) of the information they wanted. This compares with 20% only finding some of the information they wanted and 8% finding none of what they had been looking for. Results suggest the site could be clearer with regard to advising people that they can contact an adviser and how to do this. Among those finding just some or none of what they had been looking for, only half (49%) felt it was clear from the website how to contact an adviser for further support, with the remainder either feeling this was not clear (15%) or not sure (36%), the latter figure implying that this aspect is not given prominence.

Just over four in five users of the web service expressing an opinion on each measure thought that the information was clear and easy to understand (86%), of high quality (84%) and easy to find (82%), and that the website was easy to use (84%) and the design of the website was good (82%). On each measure around 5% thought the website poor.

The top four suggested improvements put forward by website users were:

- Make the site more user-friendly by making it easier to find the information needed.
- Improving the CV Builder. Website users liked this function but noted problems with it timing out and losing work as a result of this. They liked the templates but many of the comments referred to this not always working, whilst others wanted more examples of CVs available.
- Having a good facility where skills, interests and abilities could be matched with careers / available jobs.
- For job descriptions to be more detailed.

## Key drivers of satisfaction

Correlation analysis examining the extent to which ratings on individual measures influences overall satisfaction indicate that for face-to-face and telephone customers, two measures of high importance and *relatively* low satisfaction, (hence areas for consideration as to how satisfaction can be improved) are: the usefulness of the information, advice and guidance, and getting IAG to help make an informed choice about what to do next. These appear to be much more important than logistical factors such as the convenience of the meeting time or the speed of answering the phones, which though they perform well are much less critical to overall views of the service. It needs to be noted that mystery shopping research conducted by the National Careers Service indicates that these logistical factors can be important to people contacting the organisation, hence it may be that these factors are best considered as 'hygiene factors' which can cause dissatisfaction if not well performed, but contribute relatively little to positive customer satisfaction.

Among online customers the two key aspects that emerged as being important (highly correlated to overall satisfaction) but having relatively low satisfaction (and thus need focus) are: the effectiveness of site search and the ease of finding the information needed. These two aspects tie in with the improvements suggested by website visitors.

## Progression among face-to-face and telephone customers

In terms of progression achieved 6 months after the advice session, results are very positive:

- Just under half (46%) had progressed in employment, through changing jobs / getting a job (29%), taking up voluntary work (17%), changing career (16%) or achieving a pay rise or promotion (11%) – these categories are not mutually exclusive. The figure was a little higher than average among those unemployed at the time of the advice session (48%) and among young NEET (55%). Levels of progression were generally similar across telephone and face-to-face customers. However, face-to-face customers were more likely to have moved into new employment since the session (30% compared with 21% among telephone



customers), possibly reflecting the higher proportion of these customers that were out of work at the time of the session.

- Around half of the customers experiencing an employment progression said the adviser played a big part (16%) or some part (36%) in helping them achieve the progression. Where the adviser's help had the most impact was related to improving the customer's CV or job search skills, helping the respondent's confidence and motivation, and making them take stock of their skills and their plans for the future.
- Nearly two-thirds (63%) had progressed in learning, through undertaking formal or informal learning since the advice session. Learning progression was higher among telephone customers (72%) than face-to-face customers (62%) reflecting the fact that telephone customers are more focused on learning when contacting the service.
- Just over three-fifths (61%) of these customers felt that the adviser had played some part in helping them achieve learning progression, including a quarter (26%) who felt the adviser played a big part. Face-to-face customers were more likely to attribute their learning progress to the help they received – 63% felt the adviser had played a part compared with 51% of telephone customers, possibly suggesting that telephone customers often already had a good idea of the learning they wanted to undertake.
- Most (84%) had achieved personal added value in the six months since the session, by developing skills, improving their confidence, and increasing their ability to make decisions about their future. More than half felt that their CV writing or interview skills had improved since their adviser session (61%), as well as their self confidence (58%), and/ or skills related to current or future employment (49%). Results were generally fairly similar for face-to-face and telephone customers.
- Most of these customers felt the adviser played a part in achieving these developments (74%)
- Overall 93% had progressed in at least one of these areas (employment, learning or personal added value). Figures for progression in employment, learning, and personal added value (and for progress across any of these measures) are virtually unchanged from the Year 1 survey.

Overall 18% of those not progressing in learning and 13% of those not progressing in employment felt the adviser could have done more to help them achieve progress in those areas. For learning, customers mentioned being made more aware of training options, getting more or better information about training courses, more follow-up (such as a call back), being more encouraging and having more information about funding. For employment, customers tended to want more options in general, better advice or information on specific jobs or courses, and more follow-up.

## Progression among online customers

Almost nine in ten (86%) website users, who had not had any other dealings with the National Careers Service ('web-only' respondents), experienced some form of progression in the three months following their website visit. The low base size (142 web-only respondents) means results should be treated as indicative only, but they suggest learning progression levels are on a par with those seeing/meeting an adviser.

- 34% of web-only users had progressed in employment
- Three in ten (30%) of these customers felt that visiting the National Careers Service website had helped them achieve these changes (equivalent to 11% of all web-only respondents).
- 65% of web-only users had progressed in learning.
- Again three in ten (29%) of those who had done some learning or training attributed the decision to do so, at least in part, to visiting the National Careers Service website (equivalent to 20% of all web-only respondents).
- 60% of web-only customers had added personal value in the three months since visiting the website: half of all customers reported an increase in confidence making decisions regarding their future (46%) or about planning their next career move (38%). Sizeable minorities reported feeling more confident about applying for jobs (37%) or about applying for courses or training (34%).

## Prime Contractor

The National Careers Service face-to-face offer is delivered by 11 Prime Contractors operating across 12 regions in England, though with some regions having more than one Prime Contractor. Results are relatively consistent across the different Prime Contractors, although customers who accessed the service in London were significantly less positive about the service (as was found in Year 1). They were less likely to agree that the overall quality of the service was good, less satisfied with the service overall and less likely to recommend the service. While the London results are significantly lower than average, they need to be considered in the context of the atypical customer profile: in particular London had more mid-age customers (25-49), more females, more higher qualified customers, the lowest proportion of White British ethnicity, and the fewest in work at the time of their session. However, differences on some specific measures were quite large: for example 52% of London customers were *very* satisfied with the knowledge of their adviser whereas in the North West GMCP Cumbria the figure was as high as 66%.

In Year 1 GMCP in Merseyside performed above average on a number of measures. The two areas performing above average on the most measures this year were the North East and the West Midlands.

In terms of progression, however, customers of the London Prime Contractor were no more or less likely to have progressed than the average across all Prime Contractors. Customers of CSW in the South West were the most likely to have progressed and customers in the East Midlands the least.

There were quite wide differences by Prime Contractor in how the service is delivered. For example customers in London, the North East, the South West Tribal and in the North West (who were seen by GMCP) were more likely than average to have one session only with their adviser (71%-73%), whereas customers in the West Midlands and those in the North West dealt with by Economic Solutions were much more likely than average to have multiple sessions (both at 40%).

Similarly there was quite wide variation in how often customers reported the Skills Health Check was used, or recalled a Skills Action Plan being drawn up (this is discussed in detail in chapter 9). Typically contractors which had lower recall of one being used also had lower recall for the other.

Clearly the National Careers Service needs to consider the extent to which variation is acceptable, and potentially reflecting local needs, compared against a more uniform service being delivered nationwide.

## Recommendations

The survey results suggest a number of elements of good practice, which should be adopted or encouraged:

- For the telephone channel, where possible and appropriate, effort should be made to deal with callers in a single conversation. Where more than one call is required, effort should be made to attempt to let the customer speak to the same adviser where feasible.
- In the telephone channel, if information has been promised to customers then calls to check that this information has arrived and was appropriate, and whether any further information is required, should be considered.
- For the face-to-face channel, those receiving more than one adviser meeting were more satisfied, and where multiple meetings are required, it is good practice for customers to see the same adviser as for their initial session.
- A third of customers (34%) recalled going through the Skills Health Check and three-fifths of face-to-face and telephone advice customers (59%) recalled a Skills Action Plan being developed. Customers experiencing either of these are more likely to be very satisfied, indicating that wider use of the Skills Health Check tool should be encouraged. (All face-to-face customers receive a Skills Action Plan, however recall of this fact appears to be variable.)
- Analysis shows that two areas of high importance but where satisfaction is relatively low are the perceived usefulness of information, advice and guidance and it helping customers to make informed decisions about what to do next. We suggest that as standard advisers round off the session asking customers if the assistance has been helpful, if any more information would be useful, and encouraging them to get back in contact if required.

- Given that overall measures of satisfaction were similar between face-to-face customers and telephone advice customers, it may be worth trialling channel migrating from face-to-face to the telephone channel after the initial face-to-face session has taken place. Indeed, encouragement to use the website (while emphasising the facility to still contact an adviser) should be made given the high levels of satisfaction with the website.
- The main area for improvement of the website is in regard to the search function, and also better direction to as to how to contact an adviser for further support. Also, one of the key improvements suggested was 'having a career matching programme' – this already exists on the website as the Skills Health Check, but perhaps could be better signposted or described.
- While still very positive, ratings are consistently lower than average in London. While noting that the London customer profile is somewhat different to the average, assessing how the service is being delivered across the capital, and how it could potentially better meet the needs of its customers, should be considered.

# Chapter 2: Introduction and Methodology

## Overview and Research Aims

The Skills Funding Agency is responsible for the commissioning, contracting and performance management of the National Careers Service (formerly, pre-April 2012, Next Step) which provides information, advice and guidance to help individuals make decisions on learning, training and work opportunities. The service offers confidential, helpful and impartial advice, supported by qualified careers advisers.

The National Careers Service is delivered via three integrated channels: face-to-face, telephone and online (the latter provides information and the facility to e-mail advisers). Figures for February 2013 showed that around 115,000 advice sessions were delivered through the face-to-face service, compared with around 11,000 sessions delivered via the telephone service, of which around 2,800 were advice sessions. The National Careers Service website has very much greater coverage: in February 2013 there were around 975,000 visits to the site, and 38,000 Lifelong Learning Accounts created.

An extensive programme of research has been developed to understand customer views of the service and to help develop actions for improvement. This involves continuous monthly research to:

- Measure **satisfaction**, with face-to-face and telephone customers interviewed in the month after their session, and website visitors asked about their views of the site at the time they access it (via a pop-up survey).
- Assess customer **progression**, with face-to-face and telephone customers interviewed 6 months after their last adviser session, and website visitors assessed 3 months after visiting the site.

This annual report covers fieldwork conducted from April 2012 to March 2013. For face-to-face and telephone customers this means the Satisfaction Survey covers sessions with an adviser in the period March 2012 to February 2013, while customers interviewed for the Progression Survey had a session six months previously (i.e. October 2011 to September 2012). It should be noted this includes some sessions delivered under the Next Step brand. The research among web visitors covers those accessing the site in the period August 2012 to March 2013 for the Satisfaction Survey, and August to December 2012 for the Progression Survey.

In places in the report comparisons are made with Year 1 of the study, which covered only those receiving the face-to-face and telephone service, and with fieldwork conducted in the period September 2011 to March 2012 when all sessions would have been delivered under the Next Step brand.

The overall aims of the research are:

- To provide full analysis of Key Performance Indicators (KPIs) for the National Careers Service, which look at specific measures of how satisfied customers are with the service and the progression that customers experience following their contact with an adviser
- To understand customer views of the service, for example what are the overall levels of satisfaction, how does this differ by type of customer, what are the key factors which influence satisfaction, and what are the causes of dissatisfaction, to thereby provide actionable feedback to help identify areas for improvement
- To measure variation in performance among the Prime Contractors that deliver the service of behalf of the National Careers Service. The research also allows a comparison of those receiving the face-to-face service at Jobcentre Plus locations with those seeing the adviser in other locations To track changes over time.

## Methodology

This report centres on Year 2 of the study covering fieldwork conducted from April 2012 through to March 2013.

For face-to-face and telephone customers this involved a total of 8,808 interviews for the Satisfaction Survey and 6,395 interviews on the Progression Survey.

The interviews were split evenly across the three months of each quarter.

The fieldwork pattern is shown in the following table which also shows comparative sample sizes and fieldwork dates for Year 1.

**Table 2.1: Achieved interviews by Quarter (Face-to-face and telephone customers)**

	Fieldwork dates	Satisfaction Survey		Progression Survey	
		Month of Adviser session	Number of interviews	Month of Adviser session	Number of interviews
Quarter 1	September 2011	August 2011	2,217	March 2011	1,601
Quarter 2	October – December 2011	September - November 2011	2,195	April – June 2011	1,599
Quarter 3	January – March 2012	December 2011- February 2012	2,198	July – September 2011	1,638
<b>Year 1 total</b>			<b>6,610</b>		<b>4,398</b>
Quarter 4	April – June 2012	March – May 2012	2,211	October – December 2011	1,599
Quarter 5	July – September 2012	June – August 2012	2,199	January – March 2012	1,598
Quarter 6	October - December 2012	September – November 2012	2,199	April – June 2012	1,599
Quarter 7	January – March 2013	December 2012 – February 2013	2,199	July – September 2012	1,599
<b>Year 2 total</b>			<b>8,808</b>		<b>6,395</b>

All interviews among those having a session face-to-face or by telephone were conducted by telephone using Computer Assisted Telephone Interviewing (CATI), with these undertaken from IFF's telephone centre in London. The sample of customers was supplied by the Skills Funding Agency.

Quotas for each month's fieldwork were set on the following demographic factors in strict proportion to the profile of those having contact with advisers in the corresponding month:



- Employment status at the time of the call: employed; unemployed; neither (economically inactive or retired)
- Age: 19 or under; 20 to 24; 25 to 49 and 50+
- Gender.

Targets were also set each month based on the type of service they received, namely:

- Face-to-face National Careers Service customers
- Telephone customers who received the 'information' service - referred to as 'telephone information' customers
- Telephone customers who received the 'advice' service (an enriched offer that builds on the Information service for customers who have more complex needs or require skills assessment activity) - referred to as 'telephone advice' customers.

The targets on the type of service received involved oversampling telephone customers in order to ensure sufficient numbers for reliable analysis each month.

At the analysis stage data was weighted by type of service received to match the monthly customer profiles. The profile of unweighted and weighted responses is shown in Table 2.2.

**Table 2.2: Weighted and unweighted customer profile (face-to-face and telephone)**

	Satisfaction survey			Progression survey		
	Base:	Unweighted %	Weighted %	Base:	Unweighted %	Weighted %
<b>Total</b>	8,808	100	100	4,838	100	100
<b>Face-to-face</b>	5,592	63	88	3,993	62	88
<b>Telephone</b>	3,216	37	12	2,402	38	12
Telephone advice	1,204	14	3	901	14	2
Telephone information	2,012	23	9	1,501	23	10

In total 6,504 website users took part in the pop-up (Satisfaction) survey in the period from August 2012 to March 2013. The pop-up survey appears to 1 in 20 people that access the site, with the survey closing each month once 1,000 interviews have been completed. Use of cookies means that someone accessing the site from the same computer will only be



asked to participate once. No weighting has been applied to the web Satisfaction Survey data (as the demographic profile of the population of web users is not known).

The Progression Survey for website users involves an online self-completion approach, with respondents sent an e-mail with a click through link to the online questionnaire. The e-mail is only sent to respondents to the pop-up Satisfaction Survey that were individuals (rather than employers or careers advisers) accessing the site on their own behalf that were willing to be re-contacted and who supplied a valid e-mail address (this is 35% of completers of the pop up survey). One reminder is sent to non-responders.

From the 1,150 eligible respondents from August to December 2012 pop-up survey, 293 completed the online Progression Survey, a response rate of 25%. This is clearly a low overall number of responses, and caution is needed in interpretation. The data for the Web Progression Survey is weighted to reflect the age, gender and employment profile of the web users indicated from the pop-up survey.

## Reporting conventions

Wherever differences are discussed between respondent sub-groups or between results in Year 1 and Year 2, these are statistically significant at the 95 per cent confidence level, unless otherwise stated.<sup>2</sup>

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<sup>2</sup> 95% confidence means that statistically we can be 95% confident that the difference is a real difference, not one resulting from the fact that we spoke to a sample of those having dealings with the service.

# Chapter 3: Customer Profile and their reasons for contact

This chapter examines the profile of Year 2 customers accessing the service from March 2012 to February 2013 and those accessing the National Careers Website from August 2012 to March 2013. It examines demographic factors such as gender, age, and ethnicity of customers, their work status at the time of the call / meeting / visiting the website and their reasons for contacting the National Careers Service or visiting the website.

## The demographic profile of learners

Table 3.1 below shows the age, gender and ethnicity profiles of National Careers Service face-to-face and telephone customers from March 2012 to February 2013 as well as the profiles of online visitors from August 2012 to March 2013. Figures for face-to-face and telephone customers are based on weighted data from the Satisfaction Survey element of the study whilst figures for online customers are based on the data from the pop-up satisfaction survey (which is unweighted).

**Table 3.1: Demographic profile of National Careers Service customers**

	Type of service				
	Face-to-face	Telephone	Telephone advice	Telephone information	Online
	5,592 %	3,216 %	1,204 %	2,012 %	6,504 %
<b>Base: All</b>					
<b>Gender</b>					
Male	57	47	43	48	37
Female	43	53	57	52	63
<b>Age</b>					
19 or younger	10	4	4	4	9
20-24	18	25	19	27	8
25-49	52	62	67	60	59
50 or over	20	10	10	10	23
<b>Ethnicity</b>					
White British	79	64	64	65	73
White Other	7	8	6	8	10
Black/Black British	6	12	12	12	5
Asian/Asian British	5	9	11	9	4
Mixed / Other	3	4	5	5	3
Prefer not to say	1	2	1	1	3
<b>English not first language</b>	10	16	14	16	13
<b>Long term illness / health problem / disability</b>	20	12	13	12	14

There is a difference in gender profile between the two adviser services with the majority of face-to-face customers male (57%) and the majority of telephone customers female (53%, rising to 57% among the telephone advice service).

Most face-to-face customers (52%) and telephone customers (62%) are aged 25-49 although a greater spread of age is seen within the face-to-face service: for the face-to-face service more customers are over 50 (20% vs. 10% of telephone customers) and more customers under 20 (10% vs. 4%).

The profile of website users, as taken from data provided by respondents to the pop-up survey, was predominantly female (63%) and aged 25-49 (59%, though it is interesting that almost a quarter were aged 50 plus). (No MI data is collected on the demographic profile of website users, so it is hard to know how representative the sample of respondents to the pop-up survey is.)

In terms of ethnicity, the vast majority of customers are White British, though this incidence is higher among face-to-face customers (79%) than among telephone customers (64%) where there is greater ethnic diversity. A high proportion of website visitors are also White British (73%). Non-White British customers are spread fairly evenly between Black/Black British, Asian/Asian British, White Other and Mixed/Other across all three channels.

Twenty per cent of customers who accessed the face-to-face service had a disability or long term illness compared to 12% who used the telephone service. This in part reflects the higher proportion of face-to-face customers aged 50 plus: among these older customers 32% had a disability or long term illness that affects their daily activities. One in seven website visitors had a long term illness or health disability (14%), a similar proportion to telephone customers.

A higher proportion of telephone customers (16%) than face-to-face customers (10%) or website visitors (13%) did not have English as a first language, which is likely to reflect the greater ethnic diversity of telephone customers.

Table 3.2 shows further characteristics of March 2012 to February 2013 National Careers Service face-to-face and telephone customers, and August 2012 to March 2013 online customers.

**Table 3.2: Demographic profile of National Careers Service customers March 2012 to February 2013 at the time of their call**

	Type of service				
	Face-to-face	Telephone	Telephone advice	Telephone information	Online
<b>Base: All</b>	<b>5,592</b>	<b>3,216</b>	<b>1,204</b>	<b>2,012</b>	<b>6,504</b>
	%	%	%	%	%
<b>Highest qualification level:</b>					
<i>Level 4 plus (degree etc)</i>	18	44	38	47	37
<i>Level 3 (A levels)</i>	18	20	22	19	16
<i>Level 2 (5 GCSEs A*-C)</i>	16	11	12	11	19
<i>Level 1 / entry level</i>	25	13	17	12	13
<i>No qualifications</i>	17	7	5	7	7
<i>Level unclear</i>	7	5	6	5	7
<i>Below Level 2</i>	42	20	22	19	20
<i>Level 2 plus</i>	52	75	71	76	73
<b>NEET</b>					
<i>18-24 NEET</i>	22	10	8	10	
<i>18-24 Jobseekers Allowance</i>	19	4	2	5	
<i>18-24 Jobseekers Allowance / Incapacity Benefit / Income Support</i>	21	5	4	6	

A key client group for the National Careers Service is those with low level qualifications, defined as those having their highest qualification below Level 2 (Level 2 being equivalent to 5 GCSEs grade A\*-C). The majority of all customers / website visitors already had qualifications at Level 2 or higher. The face-to-face profile, where just over half had achieved a qualification at Level 2 or above (52%), differed from telephone customers and website visitors who were much more highly qualified: around three-quarters were qualified to at least Level 2 (75% and 73% respectively) and around two-fifths qualified to degree level (44% and 37% compared to 18% among face-to-face customers).

A number of demographic groups were more likely than average to be qualified to below Level 2 (as taken from the survey data among face-to-face and telephone customers):

- Those aged 50 plus (51%)

- Men (42% vs. 36% among women)
- White British (43% vs. 27% among other groups) and those where English is their first language (41% vs. 25% among those where English is not their first language)
- Those with a disability (52%).

Around one in five face-to-face customers (22%) were aged 18-24 and not in employment, education or training (NEET) at the time of their meeting and most of these (19% of all face-to-face customers) were on Jobseekers Allowance. Fewer telephone respondents were aged 18-24 and NEET at the time of their call (10%) and only half of these people were on Jobseekers Allowance, Incapacity Benefit or Income Support (5% of all telephone customers). The following section looks in more detail at the employment status of customers.

## **Employment Status**

Table 3.3 provides an overview of the employment status of customers at the time of their adviser session or visit to the website.

**Table 3.3: Economic activity of the customers at the time of the call / meeting with the National Careers Service adviser / web visit**

	Type of service				
	Face-to-face 5,592 %	Telephone 3,216 %	Telephone advice 1,204 %	Telephone information 2,012 %	Online 6,504 %
<b>Base: All</b>					
<b><i>In work</i></b>	<b>15</b>	<b>47</b>	<b>49</b>	<b>47</b>	<b>43</b>
Full time employment	7	28	27	28	28
Part time employment	6	15	16	14	11
Self-employed	1	5	6	4	4
<b><i>In learning</i></b>	<b>3</b>	<b>12</b>	<b>7</b>	<b>14</b>	<b>9</b>
Full time learning	2	10	5	12	8
Part time learning	1	2	1	2	1
<b><i>Neither working nor in learning</i></b>	<b>82</b>	<b>41</b>	<b>44</b>	<b>40</b>	<b>48</b>
Unemployed and looking for work	73	32	33	31	34
Unable to work due to health	4	3	4	3	3
Looking after home or family	3	5	6	4	6
Retired	*	1	*	1	1
<b>Other</b>	<b>1</b>	<b>1</b>	<b>*</b>	<b>1</b>	<b>3</b>

\* = &lt;0.5% but &gt;0%

Face-to-face customers have a very different employment profile overall to both telephone customers and online customers. The vast majority of face-to-face customers are unemployed and looking for work (73%) compared to only a third of other customer types (32% of telephone customers and 34% online customers). Between two-fifths and half of telephone and online customers are in work (47% and 43% vs. 15% of face-to-face customers) and around one in ten are in learning (12% and 9% vs. 3% of face-to-face customers).

The following groups were more likely to be unemployed and looking for work at the time of their adviser session (as taken from the face-to-face and telephone survey data):

- Under 20s (76%)
- Men (74% v 61% among women)
- Those with highest qualifications below Level 2 (74% vs. 64% with higher qualifications)
- White British (69% v 65% among other ethnic groups).

Those who were in work at the time of the call/meeting were more likely to be qualified to Level 2 or above (23% vs. 12% those with a qualification of below Level 2). They were also more likely to be aged 25-49 (20%).

Around one in twenty face-to-face and telephone customers (4%) were in learning when they had their session with the adviser. This was higher among those aged under 20 (11%) or 20-24 (8%).

Among customers not in employment at the time of their call/ meeting, there was a great deal of variation in the length of time out of work: 15% had worked in the last 3 months and 41% (cumulatively) in the last six months, compared with 54% that had not worked for at least 12 months. On a similar theme one in five of all face-to-face and telephone customers (21%) said they had recently been made redundant and a further 4% felt they were under threat of redundancy.

## **Reasons for contact with advisers (telephone and face-to-face customers)**

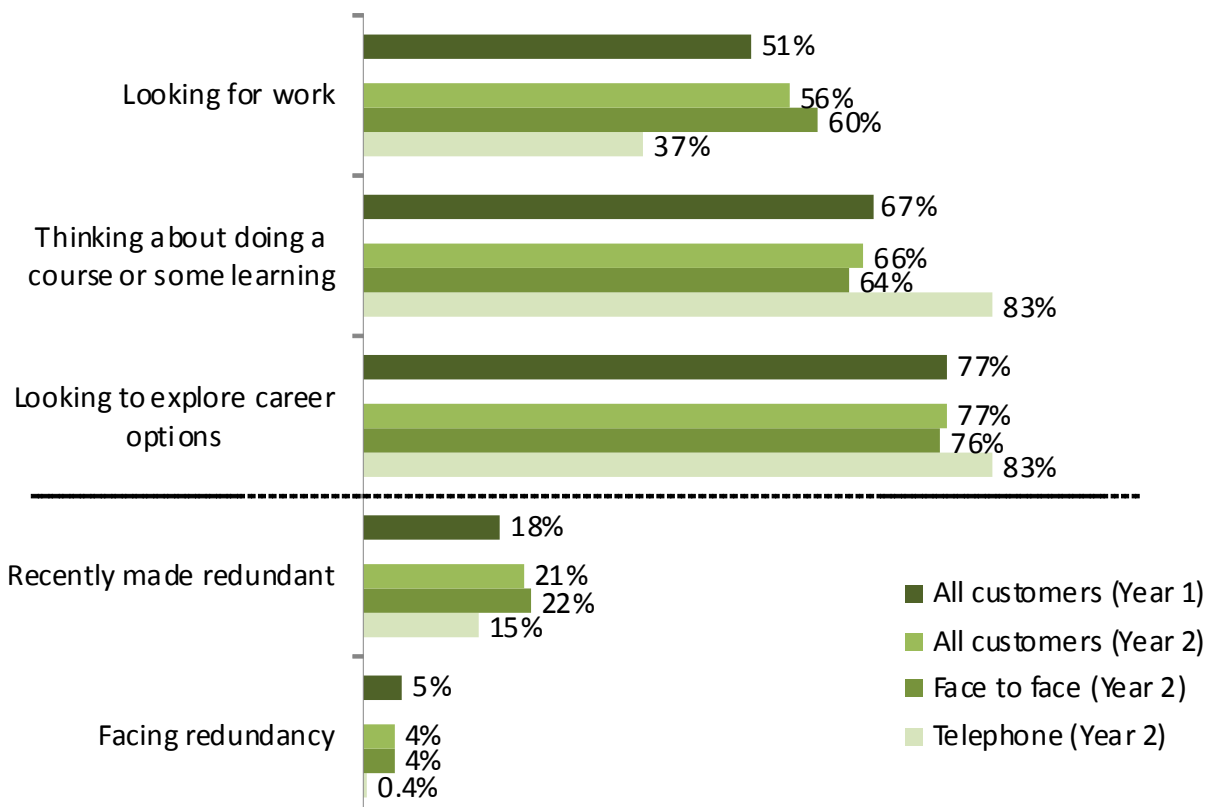
Before asking respondents for their detailed reasons for contacting the National Careers Service, respondents were asked if they had wanted to discuss career options, learning or both. As seen in Figure 3.1, which shows results from last year's annual Next Step survey and the results in the current study between face-to-face and telephone customers, more people who accessed the service in Year 2 (April 2012 to March 2013) were looking for work than in Year 1 (56% vs. 51%).

Slightly more were seeing an adviser to explore career options (77%) than about a course or some learning (67%) – clearly many wanted to look at both options, and some of these people were also looking for work (56% of all customers in Year 2).



Telephone customers (83%) were much more likely to be thinking about doing a course or some learning than face-to-face customers (83% vs. 64% respectively), whilst more face-to-face customers were looking for work (60% vs. 37% telephone) reflecting the fact that a high proportion were unemployed and looking for work at the time of their adviser session. Results differed little between telephone advice and telephone information customers.

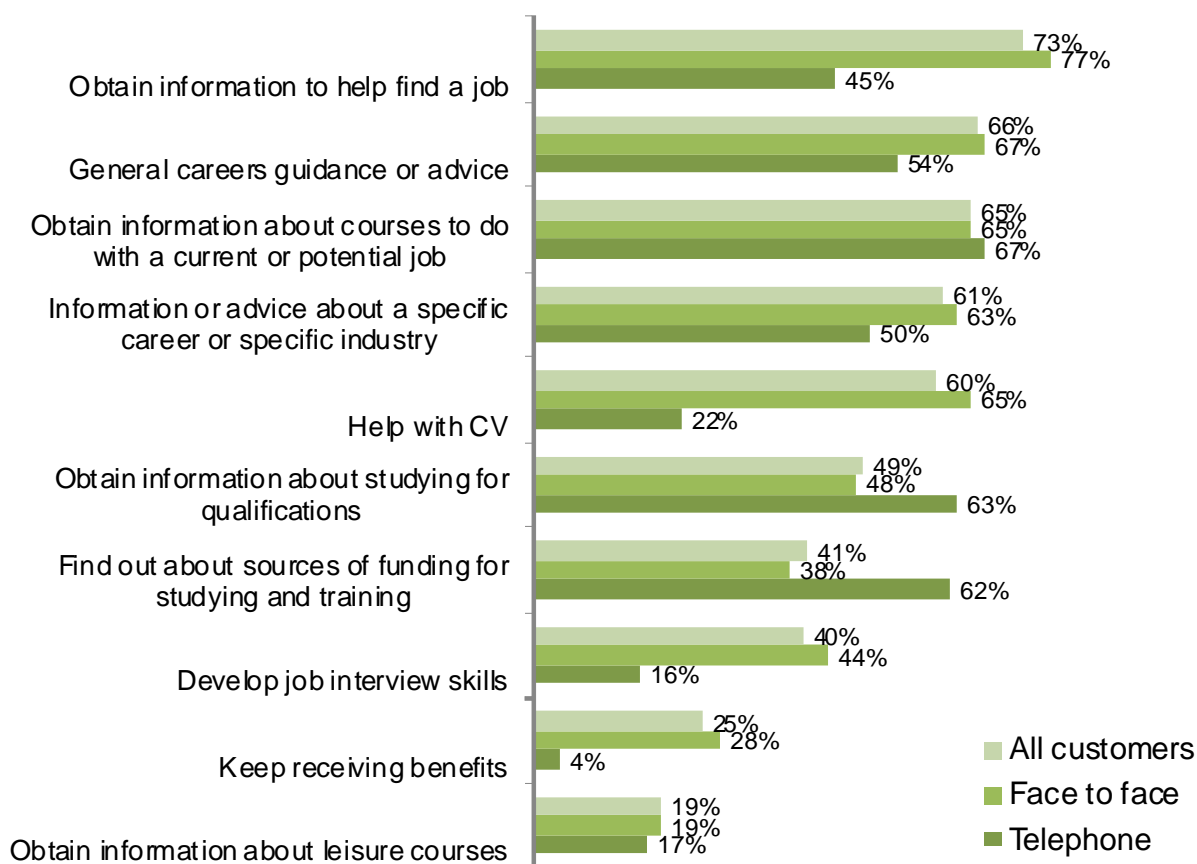
**Figure 3.1: Situation of telephone and face-to-face customers at the time of the call / meeting with the National Careers Service adviser (prompted)**



Base: all customers – Satisfaction survey (8,808)

*NB: Responses for each customer type will add to more than 100% because multiple responses are allowed.*

Respondents were read a long list of potential reasons for contacting the National Careers Service. Figure 3.2 shows the ten most common responses on this prompted question. Results are shown for all customers, those using the face-to-face service, and those speaking to the adviser over the phone. Clearly most customers are getting in touch for a number of reasons.

**Figure 3.2: Reasons for customers contacting National Careers Service (prompted)**

Base: all customers – Satisfaction survey (8,808)

The most common reason for contacting the National Careers Service was to obtain information to help find a job (73%). Also frequently mentioned were general careers guidance (66%), to get information about courses to do with a current or future job (65%), to get information or advice about a specific career or industry (61%) or for help with writing a CV (60%). Clearly there is quite a variety of reasons for contacting National Careers Service covering both careers/jobs and learning, and ranging from general information or advice (e.g. about careers or to help to find a job) to more specific enquiries (e.g. in regard to a specific career or information about how to fund courses) or a need for practical support (e.g. help with their CV or with job interview skills).

The reasons customers had for contacting the service over the last 12 months mirrored those from the year before. One marked difference however was that customers who accessed the service more recently (March 2012 to February 2013) were more likely to do so as a way to keep their benefits (25% vs. 17% of those who accessed the service from August 2011 to February 2012).

There were wide differences in the reason for contact between customers using the different service channels. Face-to-face customers tended to be much more focussed on seeking employment outcomes such as:

- Obtaining information to help find a job (77% vs. 45% of telephone customers)
- Getting help with their CV (65% vs. 22%) and developing job interview skills (44% vs. 16%)
- Getting general careers guidance or advice (67% vs. 54%)
- Getting information or advice about a specific career or specific industry (63% vs. 50%).
- Telephone customers, on the other hand, were more focussed on learning outcomes such as:
  - Finding out about sources of funding for studying and training (62% vs. 38% of face-to-face customers), and
  - Obtaining information about studying for qualifications (63% vs. 48%).

The difference in focus between telephone and face-to-face customers was also apparent when customers were asked for their single *main* reason for contacting National Careers Service. Among face-to-face customers the top four main reasons had an employment focus:

- Help with their CV (32%)
- Information to help find a job (17%)
- Getting information about courses to do with a current or future job (12%)
- General careers advice (11%).

The top four main reasons telephone customers cited were largely learning focussed:

- Getting information on funding courses (31%)
- Getting information about courses to do with a current or future job (16%)
- General careers advice (13%)
- Information about studying for a qualification (10%).

These top four reasons for contacting each channel type were the same as found in Year 1.

Telephone advice customers were more likely to have employment related reasons for calling than telephone information customers. For example, telephone advice customers were very likely to want to get general careers guidance (76% vs. 46% of telephone information), obtain information to help find a job (59% vs. 40%) and/or to get information or advice on how to get a job in a specific career (71% vs. 43%) whereas telephone information customers were more learning focussed in their reasons for contact. In particular, 67% of Information customers were exploring sources of funding for training and studying and 39% cited this as their main reason for contact (compared with 47% and 10% respectively among telephone advice customers).

Although telephone advice customers were similar to face-to-face customers in that they commonly cited employment reasons for contacting National Careers Service, looking at the detail of these reasons reveals a slightly different focus between the two groups. Telephone advice customers were more likely to have been looking for general careers advice (76% vs. 67% of face-to-face customers) or advice about getting into a specific career (71% vs. 63%). Face-to-face customers, on the other hand, were more likely to be after *practical help* such as information on how to find a job (77% vs. 59% of telephone advice) and help with their CV (65% vs. 25%).

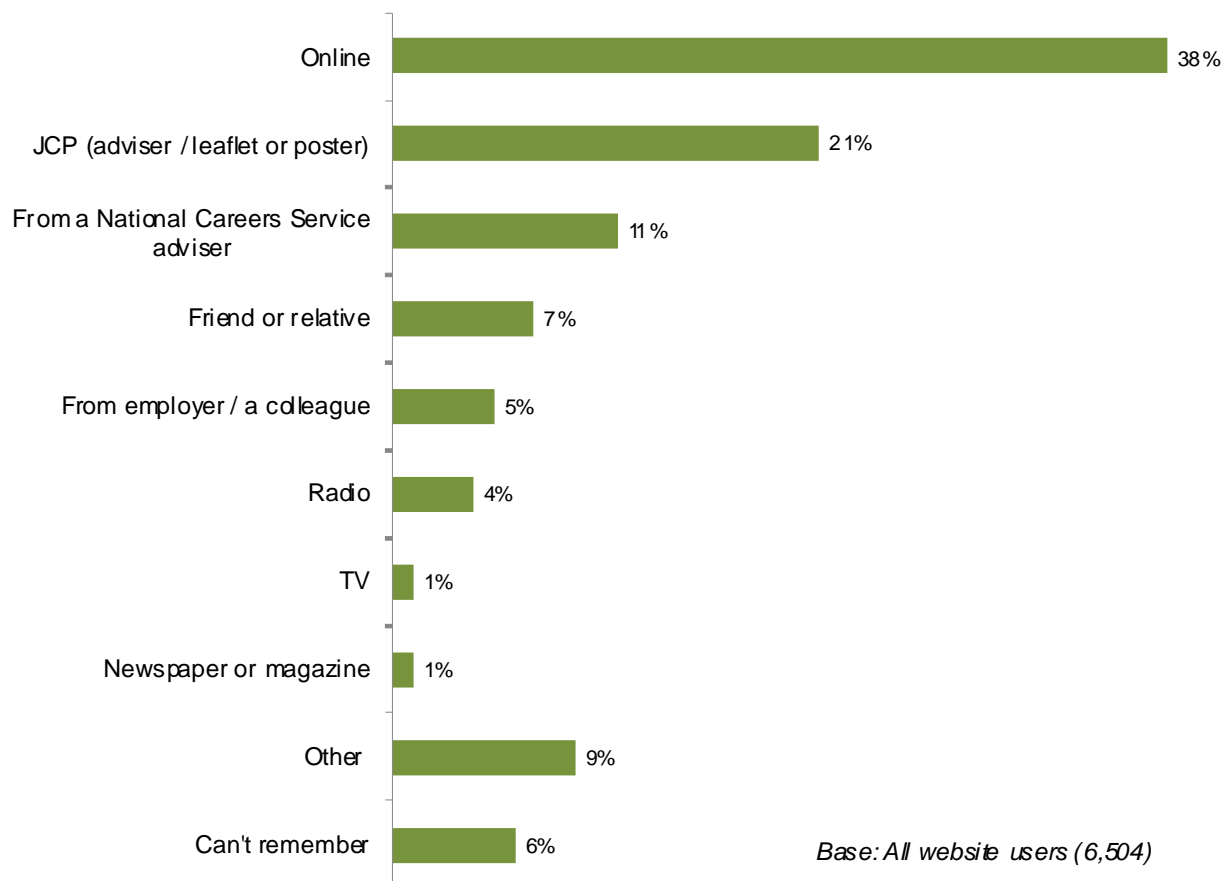
Predictably, reasons for contact varied by employment status. Customers who were unemployed and looking for work at the time of their call/meeting were more likely than other customers to have contacted National Careers Service for an employment-related reason such as to obtain information to help find a job (78%) or to get help in writing a CV (65%). Those in work were significantly more likely than average to have sought information or advice about courses to do with a current or future job (70%), studying for a qualification (56%), funding learning (49%), to understand how to use existing skills in another job (47%) and to help them progress and succeed at work (41%).

## How and why people accessed the National Careers Service website

Web users were asked a number of questions about their use of the website, covering:

- How they first heard about the website
- How many times they had visited the site
- Whether they had also had face-to-face or telephone discussions with advisers
- Where and how they accessed the site
- Reasons for visiting the site.

Online sources were the most common way of hearing about the website (38%), followed by hearing about it via Jobcentre Plus (21%) or via a National Careers Service adviser (11%). Few people had first heard about it via the radio (4%) although hearing about it through this medium had increased to 7% in the most recent quarter covering January-March 2013 from 1% in the first two quarters (August to September 2012 and October to December 2012). Very few had heard about the site through other traditional media such as TV, newspapers and magazines (each mentioned by only 1%).

**Figure 3.3: How first heard about the National Careers Service website (prompted)**

Those unemployed and looking for work were particularly likely to have heard about the website via Jobcentre Plus (42% vs. 21% of site visitors overall) or from a National Careers Service adviser (18% vs. 11% of site visitors overall). Relatively speaking, friends and relatives were more important than average as a source of information for 16-19 year olds (15%) and those in learning (14%). However among all groups, online sources were the most commonly mentioned means by which they first heard of the National Careers Service website. The majority of those who mentioned online sources specified that they had come across the National Careers Service website through a search engine (most commonly Google) when searching for such things as 'careers advice', 'job tips', 'CV advice' or 'CV builder'. Fewer (around one in eight of all users) recalled coming across the National Careers Service website through the Direct Gov website. Other online sources that were mentioned included the Jobcentre Plus website and various college websites and careers websites (such as NHS careers).

Most visitors to the website (72%) had **not** had previous dealings with a National Careers Service adviser. If there had been contact this had more often been face-to-face (23% of web users) than over the telephone (8%). Website visitors who were unemployed and looking for work were far *more* likely than average (47% vs. 31%) to have had dealings

with advisers (with most of these - 39% of all those unemployed - having had face-to-face sessions).

Overall almost half of respondents (47%) were having their first dealings with the National Careers Service when they visited the website and completed the pop-up survey i.e. this was their first visit to the site *and* they had not previously spoken to a National Careers Service adviser.

The vast majority of individuals appear to access the National Careers Service website from home (81%) and via laptop or desktop computers (58% and 44% respectively). It was relatively uncommon though for people to access the site from work (11%) and via less traditional devices such as smartphones, tablets and netbooks (each 3% - 6%). Website users under 25 were more likely to access it by laptops (64%), smartphones (10%) or netbooks (5%) than older age groups whilst those aged over 50 were more likely to access it through a desktop computer (51%).

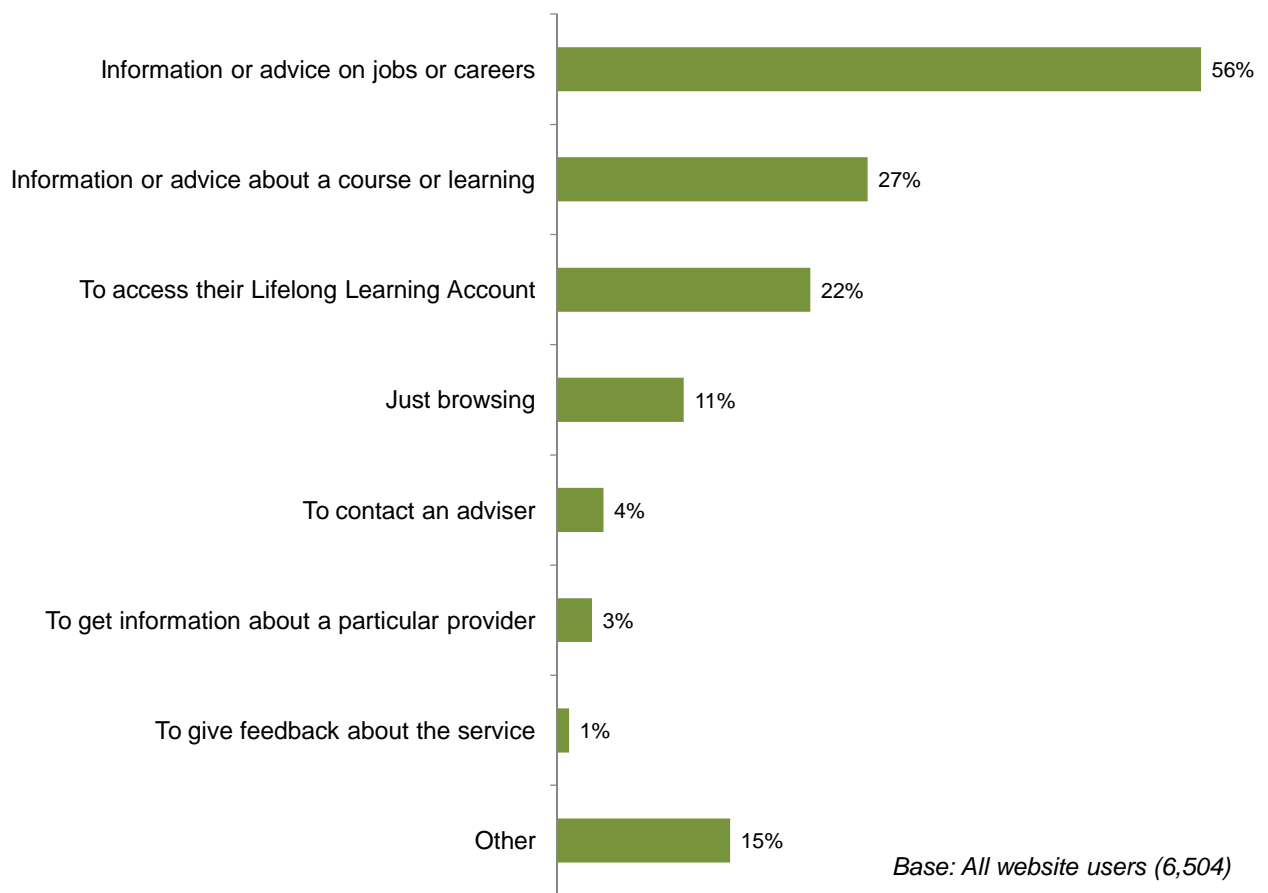
**Table 3.4: How and where accessed the National Careers Service website (prompted)**

<b>Base: All website users</b>	<b>(6,504) %</b>
<b>How have EVER accessed the National Careers Service website</b>	
Laptop computer	58
Desktop computer	44
Smartphone	6
Tablet	6
Netbook	3
TV	1
Other	1
<b>Where they were when they accessed the National Careers Service website on the day of the interview (prompted)</b>	
Home	81
Work	11
School / college / university	4
Library or other public facility	4
Other	3
Internet cafe	1

The vast majority of visitors to the website were individuals looking for information or advice for themselves (88%) or for someone else (6%), with a very small proportion accessing it in a professional role (3% were careers advisers and 1% were employers).

The main reason for visiting the site was to get information or advice on jobs or careers (56%), with a smaller proportion of visitors (though still relatively large) after information about courses and learning (27%). Just over a fifth (22%) were visiting the website in order to access their Lifelong Learning Account, although this was higher among those unemployed and looking for work (31%). Results on this prompted question (with respondents selecting from a list of possible reasons) are shown in the figure below.

**Figure 3.4: Reasons for visiting the National Careers Service website (prompted)**



Women were more likely than men to have been looking for advice/information on jobs and careers (58% vs. 53% of men), whilst men were more likely than women to have visited the site to access their Lifelong Learning Account (27% vs. 19% of women).

The following groups were more likely than average to have visited the site for information and advice about a course or learning:

- Those with a highest qualification below Level 2 (31%)

- Those of non-White ethnicity (34%); and those for whom English is not a first language (38%)
- Those aged 20-24 (31%) or 25-34 (30%).

Those who had had contact with an adviser before visiting the website, either face-to-face or over the phone, were more likely than average to be visiting the site to access their Lifelong Learning Account (40% vs. 14% those who had had no contact), whilst those whose first interaction with the service was via the website were more likely to be just browsing (13% vs. 8% of those who had had contact).

In addition to the prompted list of reasons for visiting the website, visitors could also type in other reasons they went onto the site. Around one in seven (15%) chose to write in other reasons for visiting the website, the most common of which was searching for help with building/updating their CV (10% of web users overall). Others had accessed the website in order to undertake a skills assessment or to set up a Lifelong Learning Account whilst some had sought to find out more about funding available, or to get interview advice and techniques (including advice on how to write covering letters).

Follow-up questions were asked about the specific nature of the information and advice wanted in regard to jobs and careers, and then learning and courses. Results on these questions are shown on the following two tables, each based on those seeking that broad type of assistance.

**Table 3.5: What those looking for information or advice about jobs and careers were specifically looking for (prompted)**

<i>Base: those looking for information or advice about jobs and careers</i>	<i>(3,649) %</i>
Information about different careers	61
CVs	39
Applying for jobs	37
Information about progressing in a career	29
How to get back into work	26
Information about the jobs market	26
Interview skills	20
Voluntary work	11
Issues around redundancy	5
Other	5



Those seeking information about jobs and employment were most commonly looking for information about different careers (61%), followed by practical help with finding work such as advice about CVs (39%) and applying for jobs (37%).

Results differed by the employment status of the individual, with those who were unemployed and looking for work much more likely than average to have been seeking help regarding CVs (48%), applying for jobs (49%), how to get back into work (46%) and interview skills (26%). The findings also differed by age, with younger site visitors (aged under 25) more likely to be seeking information about different careers (65%) and information about progressing within a career (36%), and older site visitors (aged 50 plus) more likely to be seeking help in developing their CVs (44%), how to get back into work (42%), and looking for information about the jobs market (33%).

**Table 3.6: What those looking for information or advice about courses and learning were specifically looking for (prompted)**

<i>Base: those looking for information or advice about courses and learning</i>		<i>(1,754)</i>
		<i>%</i>
A specific course	43	
Different ways of learning	38	
How to get back into learning	35	
Paying for a course	28	
Apprenticeships	15	
Childcare	7	
Other caring responsibilities	7	
Other	10	

Those looking for support about learning tended to want information about a specific course (43%), about different ways of learning (38%), on how to get back into learning (35%) or about paying for a course (28%). Overall 15% seeking support on learning were looking for information about Apprenticeships, rising to 30% among those aged 16-24.

Those who had no qualifications or qualifications below Level 2 were more likely to have visited the website for information on different ways of learning (43% vs. 37% of those with qualifications of Level 2 or above) and how to get back into learning (43% vs. 32%).

# Chapter 4: Key Performance Indicators (KPIs)

This chapter looks at headline Key Performance Indicators, covering satisfaction measures, as well as progression levels six months following the adviser sessions, among customers having an interaction with an adviser face-to-face or over the telephone, hence excluding those responding as a result of visiting the National Careers Service website. Comparisons are made with results from the Next Step Satisfaction and Progression Survey, which covered adviser session from August 2011 to February 2012 (for the Satisfaction Survey) and March 2011 to September 2011 for the Progression Survey).

One further KPI relates to the proportion of face-to-face customers with a long term illness, health problem or disability, with the target being a minimum of 15%. This target has been exceeded, and among survey respondents 20% of face-to-face customers indicated that they had a long term illness, health problem or disability. The figure varied from 14% among customers in London to 26% among customers of the Tribal Prime Contractor in the South West.

## Satisfaction

KPIs from the Satisfaction Survey focus on three key areas:

- Overall quality of the service (agreeing the service was good)
- Satisfaction with the service overall
- Advocacy (whether have or would recommend the National Careers Services).

### Agreement that the overall quality of the service was good

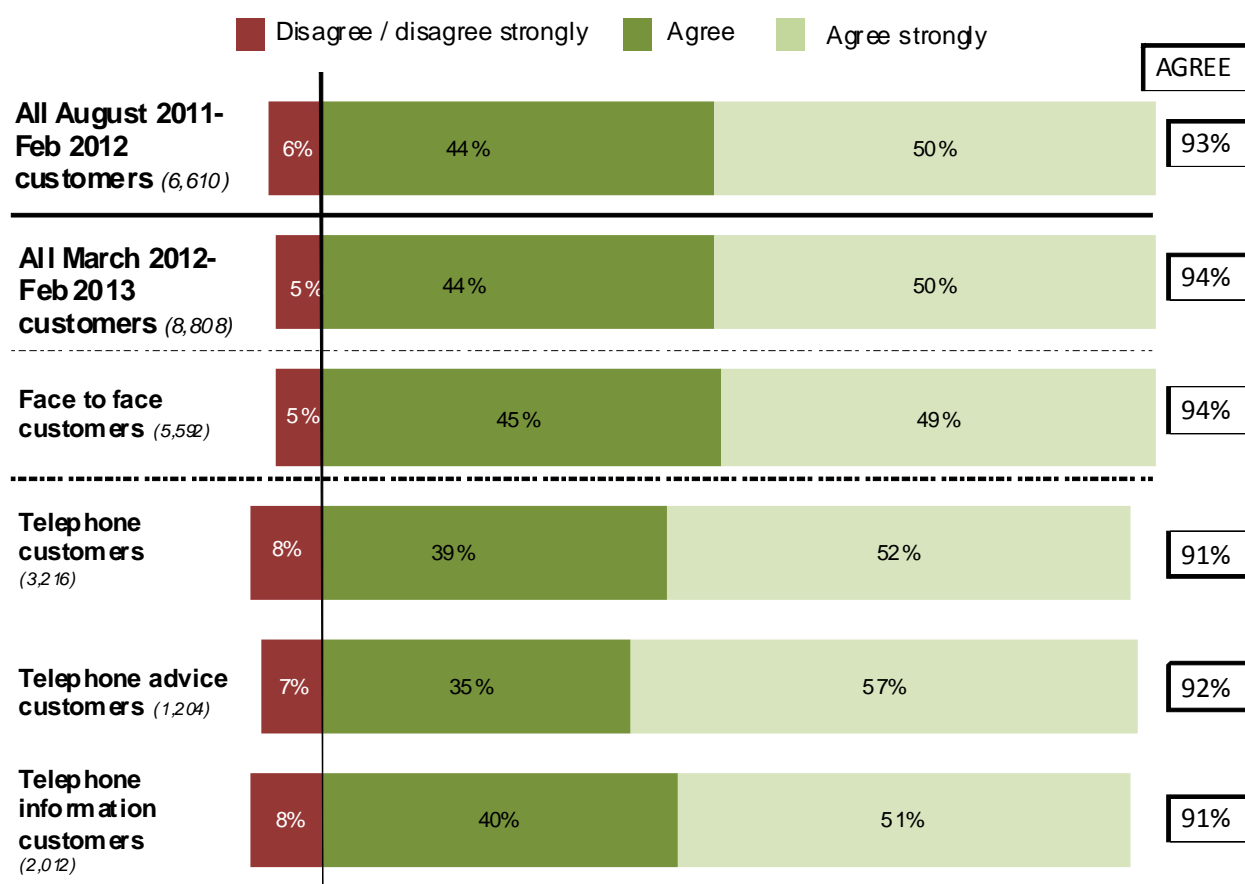
Figure 4.1 shows results for the percentage of telephone and face-to-face customers who agree that the overall quality of the service was good. The top bar shows the comparative Year 1 (Next Step) figure.

The vast majority (94%) agree that the overall service was good, and half (50%) agree strongly that this was the case. Results are little changed from Year 1 when the service was delivered as Next Step (when comparative figures were 93% and 50%), indicating that there has been no negative effect from the transition from Next Step to the National Careers Service.

Face-to-face customers were significantly more likely than telephone customers to feel the service was good (94% vs. 91% respectively), though telephone customers, particularly telephone advice customers) were more likely to agree strongly that this was the case. The figures were high among all groups. Customers aged 18-24 in receipt of out of work benefits (Jobseeker's Allowance, Employment and Support Allowance, Incapacity Benefit or Income Support) and those aged 18-24 NEET at the time of their call/meeting were

significantly more likely than average to think the quality of the service was good (98% and 97% respectively).

**Figure 4.1 Agreement that the overall quality was good by delivery channel**



## Overall satisfaction

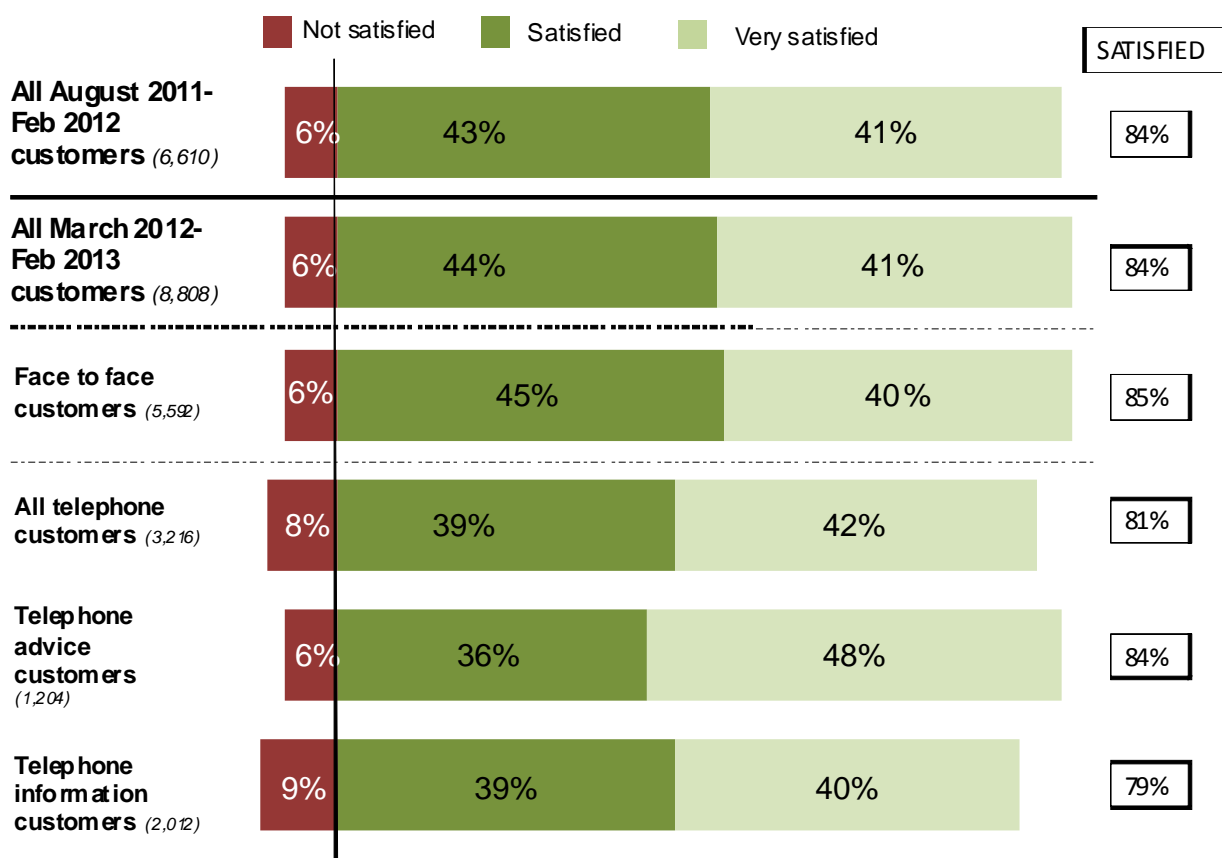
Customers were asked to indicate their overall satisfaction with the service. More than four-fifths (84%) of customers were satisfied with the service that they received, with 41% very satisfied. Overall 6% were dissatisfied. These figures are identical to those reported for the study of Next Step customers covering adviser sessions from August 2011 to February 2012. Results are shown on the following chart – those answering neither satisfied nor dissatisfied or don't know are not shown, hence results add to less than 100%.

As with views on the quality of the service, face-to-face customers were more satisfied overall than telephone customers (85% vs. 81%) and telephone advice customers were more satisfied than telephone information customers (84% vs. 79%). This suggests that the more resource intensive, in-depth adviser sessions tend to generate higher levels of satisfaction.

The following groups were more satisfied than average: under 25s (89% satisfied), those with lower qualification levels (86% of those qualified to below Level 2 satisfied), and White British respondents (85%). It was also higher among those going through the Skills

Health Check (89%), those recalling a Skills Action Plan being drawn up (89%), those having multiple face-to-face sessions (89% vs. 83% among those receiving a single session) and telephone customers dealt with in a single call (83% vs. 74% among those having multiple telephone calls).

**Figure 4.2 Overall Satisfaction by type of service received**



## Recommending the service

In keeping with the high satisfaction levels, the vast majority of customers had or would recommend the service (88%), slightly higher than found in the previous research among Next Step customers (87%). Many more would recommend the service (61%) than had actually yet done so (27%).

Customers groups more likely to recommend the service reflect those more likely to be satisfied. Hence for example those under 25, those given a Skills Health Check and those recalling developing a Skills Action Plan were more likely than average to say they had or would recommend the service (91%, 93% and 92% respectively).

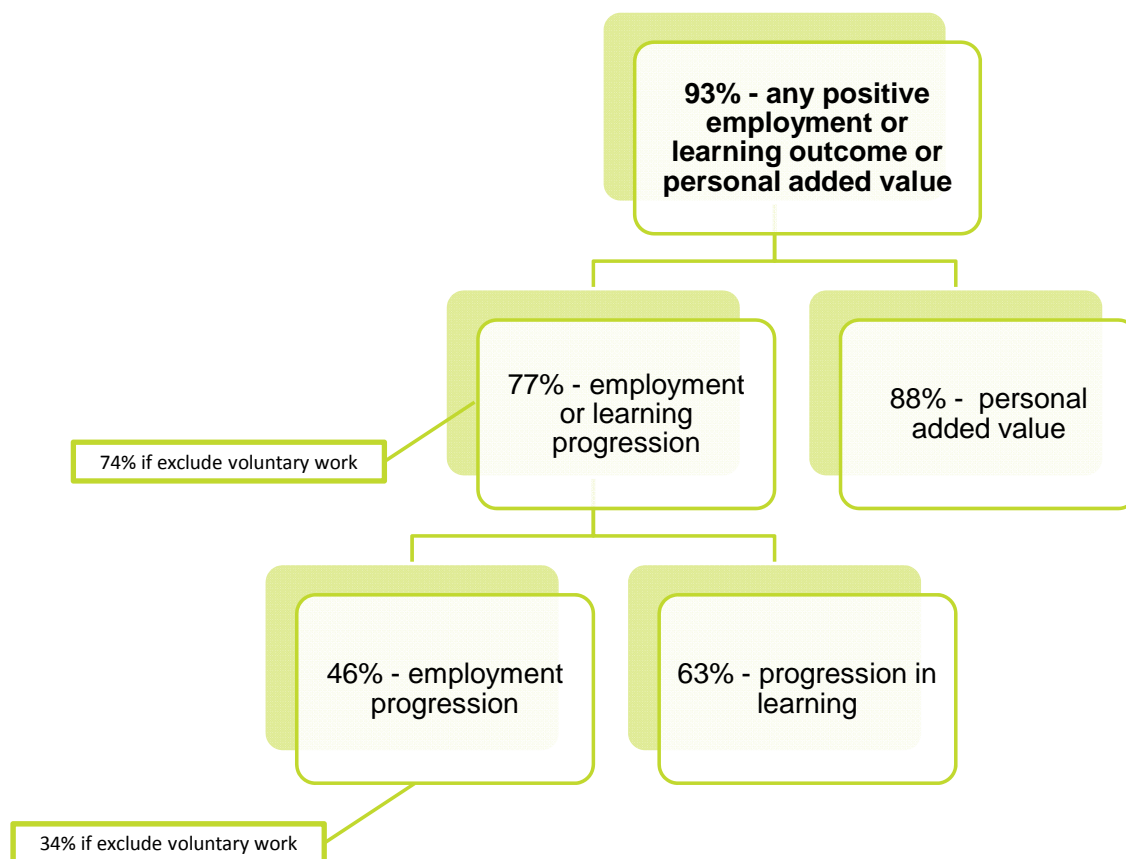
## Progression KPIs

This section looks at the progression levels of customers six months after their call/meeting. This is measured by three core Key Performance Indicators:

1. **Learning progression** – whether customers have undertaken formal or informal learning or training in the six months since the call/meeting.
2. **Employment progression** – examining whether customers have entered new employment, changed career, were promoted or improved their salary, and/or have taken up voluntary work.
3. **Personal added value** – whether customers have achieved one or more of a range of ‘softer’ outcomes such as improved work-related or more personal skills (IT skills, team working skills etc.), improved their self-confidence, increased ability to make decisions for the future regarding work or learning, increased job satisfaction, or achieving a new and/or higher level qualification.

These performance indicators measure progression since the adviser session but cannot imply that these changes necessarily came about as a result of the contact with National Careers Service.

As in Year 1, nearly all customers (93%) experienced some form of positive outcome in the six months since their call/meeting, and there was no difference in this overall measure across telephone and face-to-face customers. Figure 4.3 shows results for the different elements of progression measured. Developments in personal added value were most common.

**Figure 4.3: Progression KPIs**

Base: Progression Survey- All (6,395)

## Learning Progression

As in Year 1, just over three-fifths of customers (63%) had progressed in learning by undertaking some learning or training in the six months since their call/meeting with an adviser. Telephone customers were particularly likely to have progressed in learning (72% vs. 62% among face-to-face customers) particularly telephone information customers (74%).

Customers with prior qualifications of Level 2 or above were more likely to have progressed in learning in the six months since the session (67%) than customers with lower level qualifications (55%). Non-White British customers were also more likely to have experienced learning progression (70% vs. 61% among White British customers).

## Employment Progression

In the six months following the intervention 46% of customers had experienced employment progression, exactly the same proportion as found with the Year 1 research among Next Step customers. Employment progression varied little by the type of service, but did vary by customer demographics, with this higher among:

- Customers with a Level 2+ qualification (51% vs. 36% of those with a qualification below Level 2);

- Those aged under 25 (55%);
- Customers aged 18-24 in receipt of out of work benefits and those 18-24 NEET (53% and 55% respectively);
- Non-White British customers (48%); and
- Those in learning when they access the service (51%).

### **Personal Added Value**

Almost nine in ten customers in the current survey (88%) reported experiencing some form of personal added value in the six months following their session (slightly higher than the 87% found among Next Step customers in Year 1). As with employment progression, there was little difference between telephone and face-to-face customers but some differences across a number of demographics, with younger, higher qualified customers (Level 2 or higher) and those in learning when they had their session more likely than average to experience personal added value.

# Chapter 5: Operational aspects of face-to-face and telephone adviser sessions, and satisfaction with how handled

In this chapter issues are explored which examine how the telephone and face-to-face sessions were handled and customer satisfaction with elements of the adviser sessions. This includes such issues as:

- For telephone customers, how quickly calls were answered, how often multiple calls were required and views on this, and how often information was promised and received, and the usefulness of any information sent
- For face-to-face customers, how often multiple meetings were required and why, and how often these customers see the same adviser, and whether this matters
- How often the Skills Health Check diagnostic tool was used, Skills Action Plans were drawn up and Lifelong Learning Accounts opened and activated, and views on the usefulness of each
- Satisfaction with a whole range of aspects in relation to the adviser (their professionalism, helpfulness etc) and the advice (it being clear and easy to understand, useful etc).

Results are based on customers answering the Satisfaction Survey.

## Telephone sessions

The vast majority of callers were satisfied with the time taken to answer the call (84%) and just 3% were dissatisfied, indicating that a typical call centre complaint of being held in a queue is not a significant issue for the National Careers Service. Satisfaction was higher among those seeking advice (87%) as opposed to information (83%).

More of an issue for customers who spoke to more than one person when they called is the time it took to get through to the person who actually helped them, although even here a relatively small proportion of telephone customers speaking to more than one person were dissatisfied with this (12% vs. 76% satisfied).

Just under three-quarters of telephone customers (71%, comparable to the 73% found in Year 1) were handled in a single call. Unsurprisingly, customers seeking information only were more likely to have their query dealt with during a single call (75%) than telephone advice customers (61%).



The results suggest that whether multiple calls are required has an impact on overall satisfaction with the service: 83% of those who required only one call were satisfied overall, compared with 74% of those who made more than one call. This suggests that it is good practice for telephone enquiries to be handled where possible in a single call.

Most customers needing more than one call ended up speaking to more than one adviser (60%). The results indicate higher customer satisfaction levels when customers spoke to the same adviser each time they made contact with the service. Among those customers making multiple calls, 81% of those who spoke to a single adviser were satisfied overall, compared with 70% among those who spoke to more than one adviser.

Around half (49%) of telephone customers were told by the adviser that they would be sent information by post or email outlining the conversation and potential next steps. This was at its highest level in Quarter 5 (56%) when customers were accessing the service in summer time (June to August 2012) and is comparable to the high level of 53% found in the summer before (Quarter 1 - August 2011).

Among those who were told that they would be sent information by post or email, the vast majority (86%) had received it, but still 12% said they had not yet received the information. Unsurprisingly, whether the promised information was received has an impact on overall satisfaction, and those receiving the information were twice as likely to be *very* satisfied as those still waiting (55% vs. 26%). Hence we recommend that where resources allow follow-up calls or e-mails are made to customers where a commitment has been made to send information to check that it has been received, and if not to check address details and if the information is still desired. It also, of course, offers the opportunity to check the information received was as required and if any further action is needed.

The majority of telephone customers who received the information found it to be useful (92%), with only 7% saying that it was not useful.

## Face-to-face sessions

Two-thirds (67%) of face-to-face customers had a single meeting with a National Careers Service adviser, with a fifth (21%) reporting two meetings, and 11% having three or more. Customers with no or low qualifications (below level 2) were more likely to report multiple meetings (36%), as were older customers aged 50 plus (36%).

There was significant variation by Prime Contractor, with North East, North West GMCP, London and South West all considerably more likely to deliver via a single meeting (70% to 72%). By contrast, only just over half of those who used South East (56%), North West Economic Solutions (58%) and West Midlands (57%) reported a single meeting. This suggests quite varied practices by Contractor.

The most common reason why customers reported having more than one meeting was in order to review or amend their CV (41%). Around a quarter reported that it was at their adviser's suggestion that they returned for another meeting (29%) or that it was because there was insufficient time to discuss everything they wanted to at the first meeting (25%). One in six having multiple sessions reported that the adviser needed information which they did not have to hand at the initial meeting (17%).

Where multiple meetings took place, this had a positive effect on overall satisfaction: 48% of customers who had more than one meeting were *very* satisfied overall, compared with

37% of those who had only one meeting. It is interesting that this is the reverse of the situation among telephone customers, among whom overall satisfaction is highest among those dealt with in a single call.

In around three-quarters (73%) of cases where customers had more than one meeting, they saw the same adviser on each occasion. The majority of those who saw more than one adviser said this was not a problem (77%), but a fifth (22%) would have preferred to see the same adviser each time. Customers who saw the same adviser were more satisfied overall than those who saw multiple advisers (51% very satisfied compared with 40%). This suggests that where multiple meetings are required efforts should be made to have customers see the same adviser.

## Skills Health Check

A third of face-to-face customers recalled going through the Skills Health Check diagnostic tool during their meeting (34%), no significant change to the proportion found in Year 1 of the survey (33%). Customers who were unemployed and looking for work (36%) and those who accessed the service through JCP (36%) were significantly more likely to have gone through the Skills Health Check. Having a Skills Health Check was most likely to be recalled by those whose Prime Contractor is the North West Economic Solutions (41%). In contrast, in the East Midlands (29%) and Yorkshire (29%) less than three in ten could recall it.

The vast majority of customers who went through the Skills Health Check found it useful (88%), with young people aged 18-19 (94%), and 18-24 year old NEETs (93%) particularly positive. In the small minority of cases where the Skills Health Check was not considered useful, this was likely to be because the customer did not find the questions relevant (41%) or because it told the customer what they already knew (34%).

Where appropriate the use of the Skills Health Check tool should be encouraged as those who undertook a Skills Health Check were more likely to be very satisfied overall with the National Careers Service (48% vs. 37% of all other face-to-face customers).

## Skills Action Plans

Both face-to-face and telephone advice customers were asked if, as part of their interaction with National Careers Service, a Skills Action Plan had been drawn up for achieving their goals and targets. Among both groups, more than half recalled doing so (59% of face-to-face customers and 58% of telephone advice customers). Older respondents were less likely to recall a Skills Action Plan being utilised (53% of the over 50s compared with 62% of under 20s).

For face-to-face customers, there was significant variation by Prime Contractor in the recall of Skills Action Plans being utilised: 71% using South West Tribal and 67% at South West CSW recalled drawing up a Skills Action Plan, compared with only 49% in Yorkshire and 53% in North West GMCP Mersey. Again this suggests some variation in the emphasis placed on Skills Actions Plans by different Prime Contractors.

Clearly a Skills Action Plan is most likely to be effective where there is buy-in from the individual, rather than it being 'imposed' on them. This approach is being adopted in the vast majority of cases: where customers recalled a Skills Action Plan being created, more

than nine in ten reported that they had a great deal (55%) or some (36%) involvement in drawing it up.

The content and focus of Skills Action Plans varied according to different groups within the sample. For face-to-face customers, Skills Action Plans were likely to be based around development and improvement of CVs (34%) or exploring course options (20%). Telephone advice customers were more likely to report that their plan included exploring course options (30%), and much less likely to mention CV development (14%). This reflects the different needs and focuses of the two customer groups as discussed in Chapter 3; face-to-face customers are more likely to be seeking practical assistance with employment, whereas telephone customers are more focused on learning. There were also some variations by age: customers aged 50 plus were significantly more likely to have CV development included in their plan (38% compared with only 30% of those aged under 25).

The vast majority (88%) found their Skills Action Plan useful, indeed almost half (46%) found it very useful. Younger customers were particularly likely to find the Skills Action Plan useful (94% aged under 20 compared to 85% aged 50 plus) as were 19-24 NEET customers (92%). Younger people were more likely to say that the plan would help them decide what to do next (62% aged under 20 vs. 53% aged 50 plus), whilst older people were relatively more likely to find it helpful because it increased their understanding of the options of what to do next (25% of 50 plus vs. 14% of under 20).

Telephone customers were more likely to say that the plan helped them to decide what to do next (69% vs. 56% of face-to-face customers) whilst face-to-face customers were more likely to say that it helped them with their CV (21% vs. 6% of telephone customers).

Customers recalling a Skills Action Plan being drawn up were more likely to be very satisfied with the National Careers Service overall (46%) than those who did not recall this aspect of the service (31%).

## Lifelong Learning Accounts

The majority of customers did *not* discuss Lifelong Learning Accounts during their National Careers Service intervention (64%, and 8% could not remember if it was discussed or not). Overall 7% opened an account during the meeting or call, and a further 6% opened one subsequently. These findings are an improvement from Year 1 when a higher proportion of customers (70%) did not discuss Lifelong Learning Accounts with the adviser. As more customers have had discussions about them, more have opened an account during or following the session (13% in Year 2 vs. 9% in Year 1).

**Table 5.1: Lifelong Learning Accounts**

	YEAR 1	YEAR 2
<b>Base: All face-to-face and telephone customers (satisfaction survey)</b>	<b>6,610</b>	<b>8,808</b>
	%	%
Already had one	2	3
Opened one during the session	6	7
<b>Opened one since</b>	4	6
<b>Offered but not interested</b>	8	11
<b>Not discussed</b>	70	64
<b>Can't remember</b>	8	8

Lifelong Learning Accounts were slightly more likely to be discussed in face-to-face meetings than they were in telephone calls (63% of face-to-face customers said that they were not discussed compared to 67% of telephone customers) though a similar proportion opened an account during the session (7% face-to-face, 6% telephone).

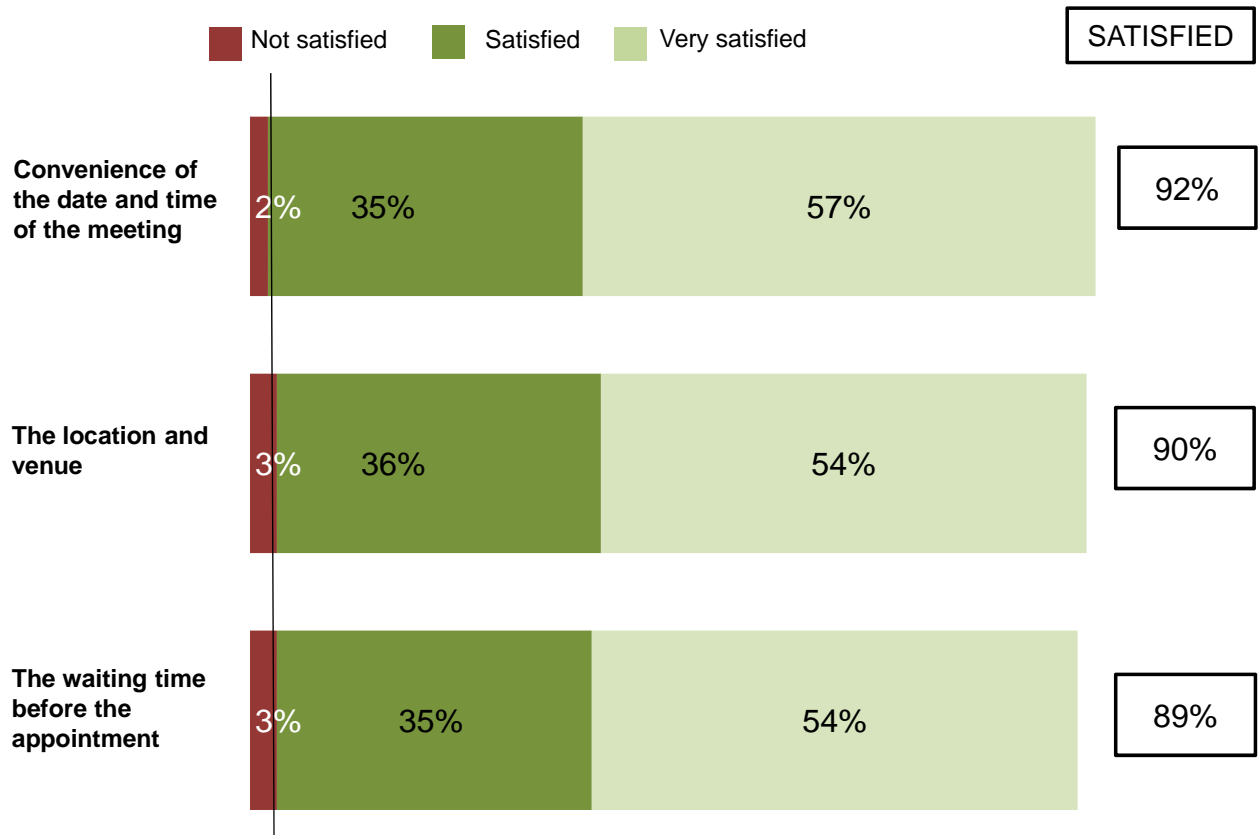
There was some variation by Prime Contractor among face-to-face customers: 70% using the London Prime Contractor and 68% using the Yorkshire Prime Contractor did not recall Lifelong Learning Accounts being discussed, compared with only 55% using the South West Tribal and 58% using the West Midlands.

Among those who had opened an account during their meeting or call, around three-fifths (61%) had since activated it.

### Satisfaction with adviser sessions

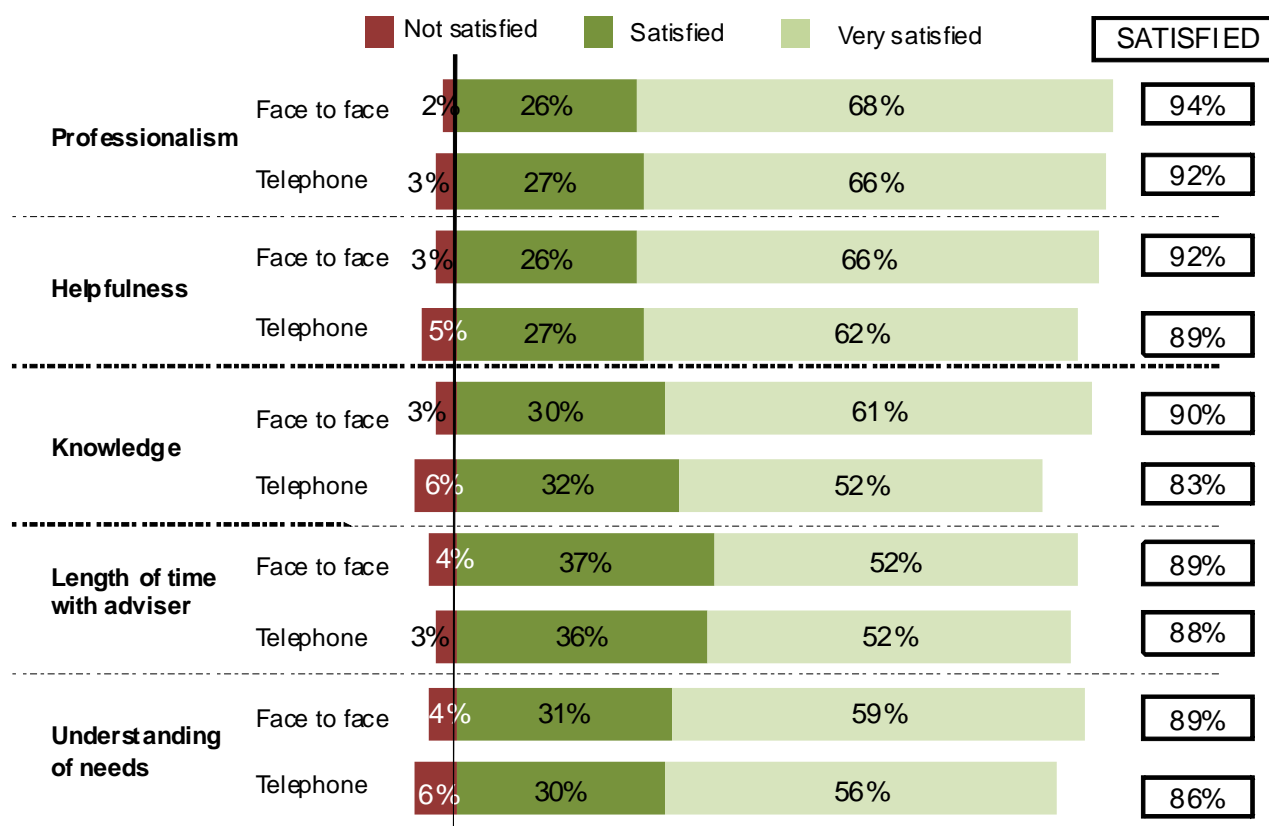
Customers were asked for their views on a number of specific aspects of their session with the National Careers Service adviser. Figure 5.1 shows that face-to-face customers were highly satisfied with the situational and logistical aspects of their meeting including the time and date of the meeting, the waiting time before being seen, and the location and venue. For each around nine in ten were satisfied (and just over half very satisfied) and 3% or fewer dissatisfied. These results mirror those found in Year 1.

Those who had accessed the service through JCP were less satisfied than average with the convenience of the time and date of their meeting (91% vs. 94% those who had not accessed it through JCP) and less likely to be very satisfied with the waiting time before their appointment (53% vs. 56%). Otherwise, there was very little difference by demographic sub-group or by Prime Contractor.

**Figure 5.1: Satisfaction with situational and logistical aspects of face-to-face meeting**

Base: Satisfaction survey – face to face customers (5,592)

Customers were highly satisfied overall with their experience of National Careers Service advisers. The results in Figure 5.2 suggest that National Careers Service advisers are representing the service well and delivering a positive customer experience. On each measure around nine in ten customers were satisfied, a half to two thirds very satisfied, and typically just 2 to 4% were dissatisfied. The proportion of those very satisfied with each of these aspects has increased since Year 1 with an increase of 2-3% for face-to-face customers and 2-4% among telephone customers.

**Figure 5.2: Satisfaction with the adviser**

Base: Satisfaction survey – face to face customers 5,592, telephone customers 3,216

Face-to-face customers were more positive than telephone customers on each measure shown in Figure 5.2. The difference was most marked for the adviser's knowledge (90% of face-to-face customer satisfied vs. 83% telephone).

Again reflecting the more intensive interaction, telephone advice customers tended to have more positive views than telephone information customers: the differences were not particularly large for the percentage satisfied (c. 3 percentage points) but were larger when looking at the percentage very satisfied. This was particularly the case regarding 'professionalism' (73% of telephone advice customers very satisfied vs. 63% of information customers) and 'the length of time they spent speaking to the adviser' (60% of advice customers very satisfied vs. 50% among information customers).

Among face-to-face customers, levels of satisfaction with aspects of the meeting varied by Prime Contractor as shown in Table 5.2. Clearly on a number of measures customers in London and the East of England give lower than average ratings.

**Table 5.2: Variation in Satisfaction with the adviser by Prime Contractor**

<i>Factor (and proportion satisfied among all face-to-face customers)</i>	<b>More likely to be satisfied</b>	<b>Less likely to be satisfied</b>
The adviser's professionalism (94%)	North East (96%)	East of England (92%), London (90%)
Helpfulness of the adviser (92%)	-	London (85%)
The adviser's level of knowledge (90%)	North East (94%) West Midlands (93%)	East of England (87%), London (84%)
Length of time speaking with adviser (89%)	West Midlands (92%), South West CSW (92%)	East of England (85%), London (82%)
That the adviser(s) understood your needs (89%)	-	East of England (86%) London (80%)

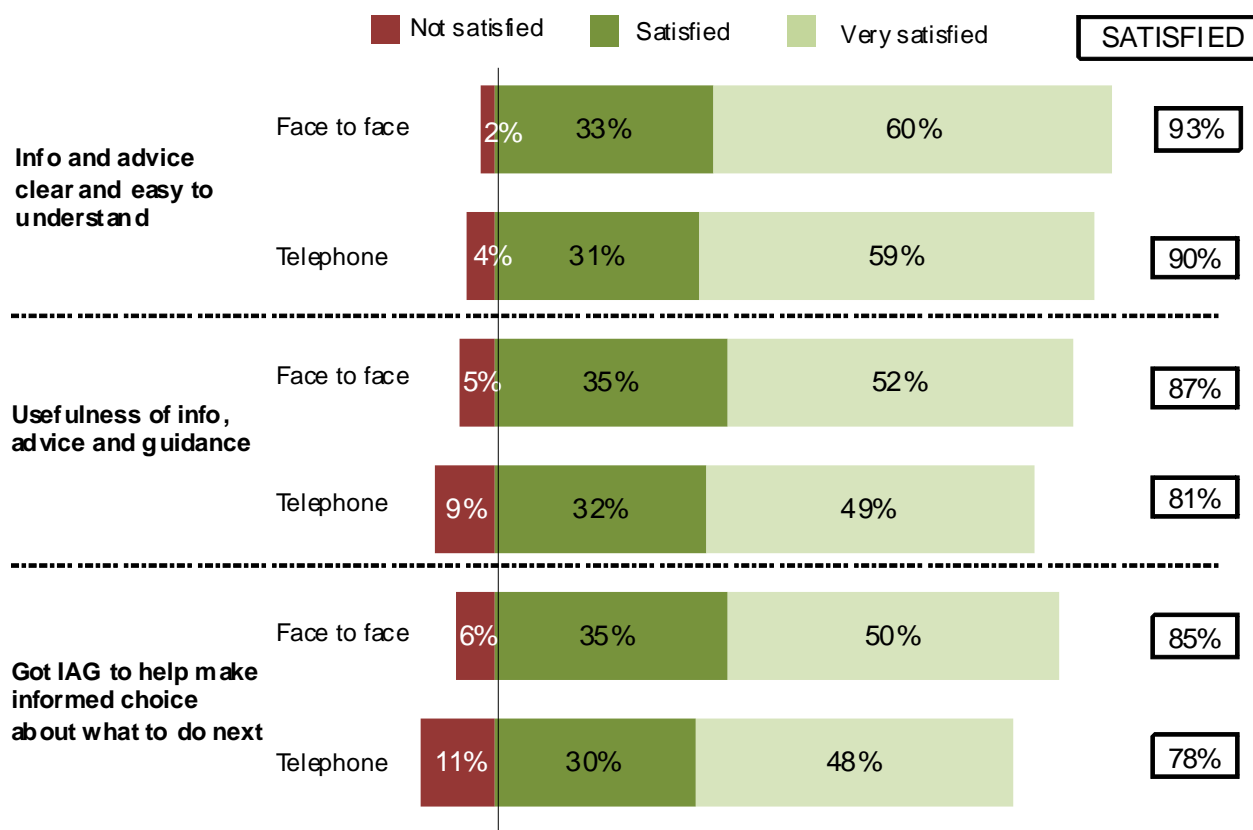
Whether face-to-face customers were seen at a Jobcentre Plus office or not made very little difference to their views of the adviser. The one exception was that those seen in a JCP office were slightly (though statistically significantly) more positive about their adviser's knowledge (62% very satisfied vs. 59% among non-JCP customers).

Customer satisfaction with the advice they received, presented in Figure 5.3, showed a similar pattern to views regarding advisers, with around nine in ten customers satisfied with each aspect of the advice, face-to-face customers more positive than telephone customers, and telephone advice more positive than telephone information customers. Results are particularly positive in relation to information and advice being clear and easy to understand.

The results are similar to those found in Year 1 but with a higher proportion of customers being very satisfied with each aspect: the increase was more evident among telephone customers (which saw an increase of 3-5 percentage points for those very satisfied compared with Year 1) than face-to-face customers (an increase of 2-3 percentage points).

As shown in Figure 5.3 relatively high levels of telephone customers were dissatisfied with getting the information, advice and guidance to make an informed choice about what to do next (11%) and the usefulness of the information, advice and guidance (9%).



**Figure 5.3: Satisfaction with the information and advice provided**

Base: Satisfaction survey – face to face customers 5,592, telephone customers 3,216

Face-to-face customers in London were less satisfied than average with the usefulness of the information, advice and guidance (82% vs. 87%) and getting the information, advice and guidance in order to make an informed decision (77% vs. 85%). Customers from the North East were significantly more likely than average to say they received the information, advice and guidance they needed to make an informed decision (90%).

Regarding the usefulness of the information, advice and guidance and getting the information they would need to help them make an informed decision about what to do next, the following groups were more positive than average (the figures shown are for the usefulness of the information, advice and guidance, although the same pattern exists for getting the information, advice and guidance to help make an informed choice):

- Younger respondents (e.g. 90% aged under 20 vs. 84% aged over 50 were satisfied with the usefulness of the information, advice and guidance).
- Those with lower level qualifications (e.g. 88% of those qualified to below Level 2 vs. 85% of those with a Level 2).
- White British (e.g. 87% vs. 85% non White British).



- Face-to-face customers having more than one meeting (91% vs. 86% of those who had one meeting).
- Telephone customers who had the one call (84% vs. 75% of those who had multiple calls)
- Those who recalled a Skills Action Plan being utilised (91% vs. 79% of other customers)
- Those who went through a Skills Health Check (91% vs. 83% of other face-to-face customers).

# Chapter 6: The National Careers Service website: Tools and features used, and satisfaction with aspects of the website

This chapter examines use and views of the tools and functionality of the website, and customer satisfaction with various aspects of the site. This includes such issues as:

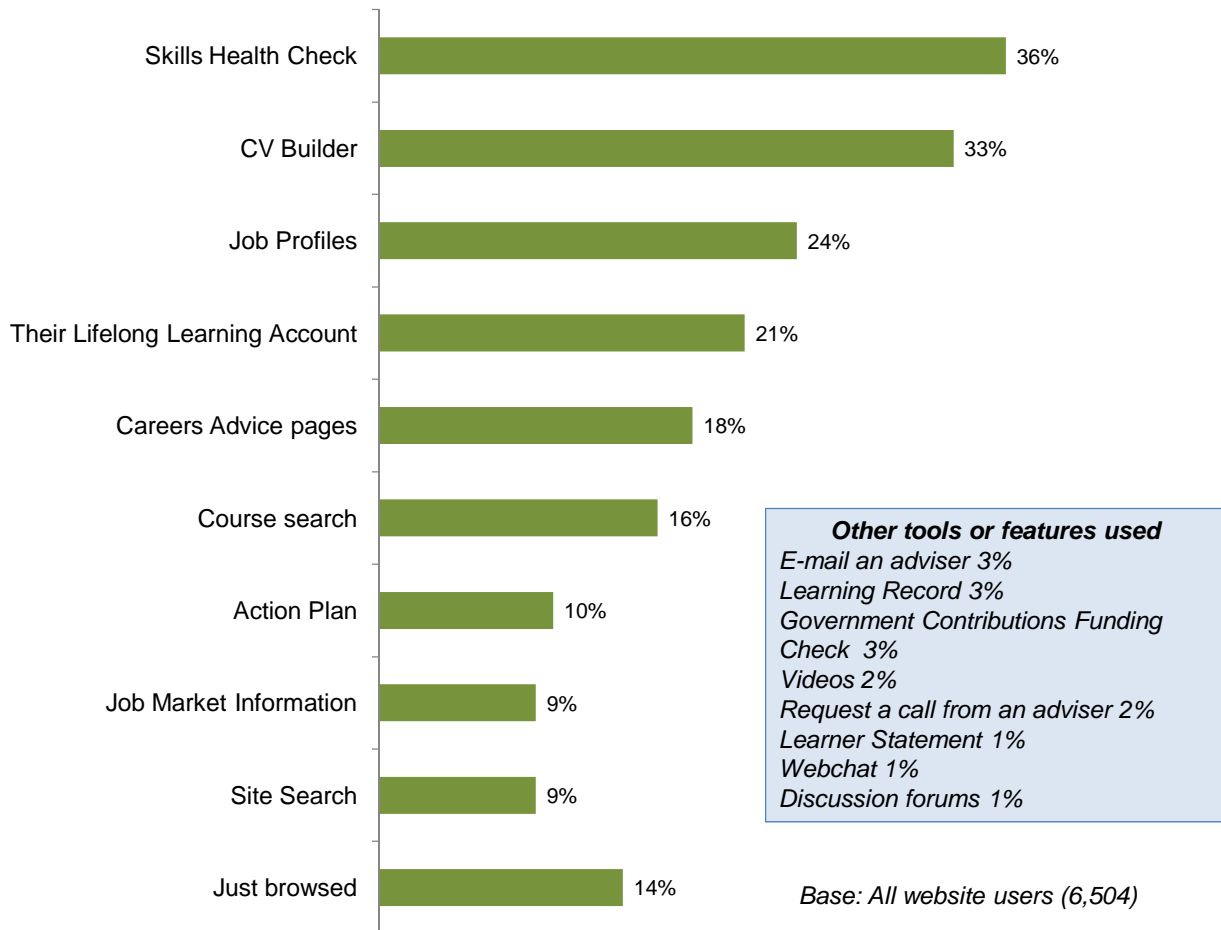
- How many visitors used each feature and how useful these were
- Whether the online visitors found the information they wanted
- Satisfaction with a range of specific aspects of the website.

Results are based on customers answering the Pop-up Satisfaction Survey.

## Online sessions

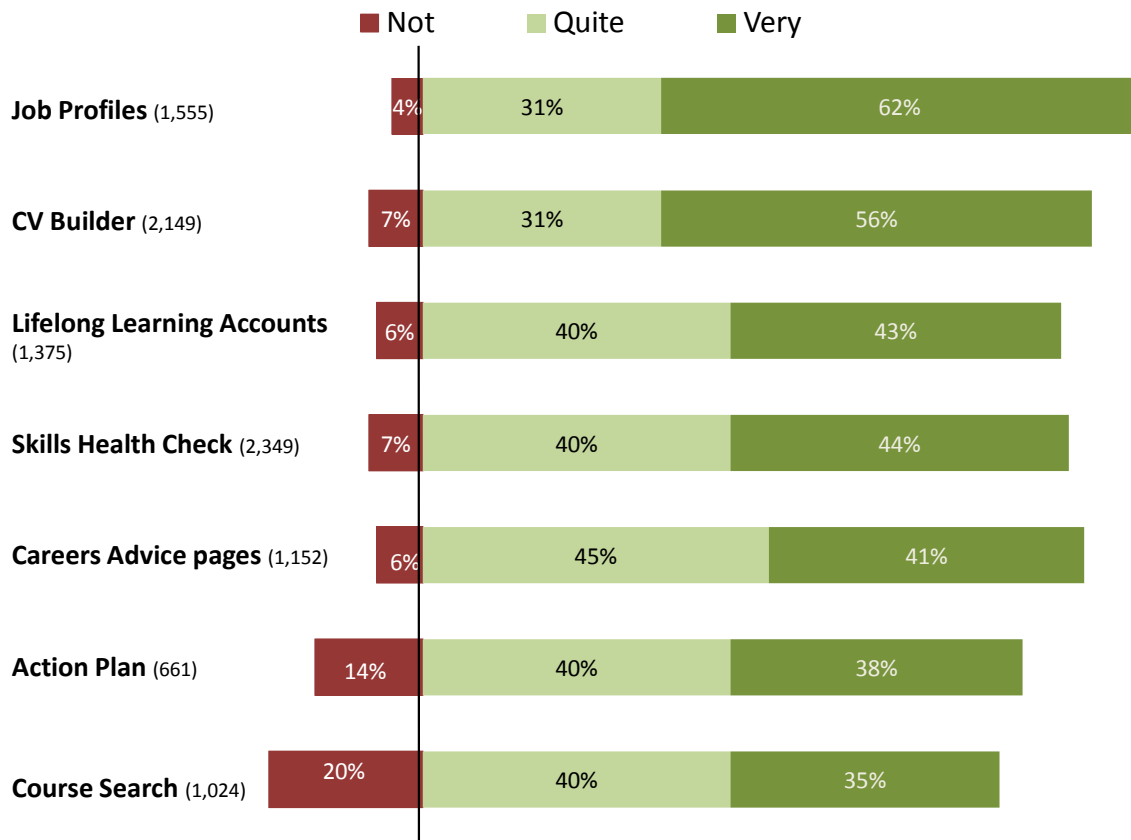
Three-fifths of customers who visited the National Careers Service website were doing so for the first time (61%), compared with 25% who had accessed it 2-4 times and 13% that had accessed it on 5 or more occasions. Those with lower level qualifications (below Level 2) were more likely to be first time visitors (67%).

The most common website features and tools used were the Skills Health Check (36%), CV Builder (33%) and Job Profiles (24%), with around a fifth also accessing their Lifelong Learning Account (21%) or looking at the Careers Advice pages (18%). In contrast many tools or features had been used by fewer than 5%. One in seven respondents (rising to 21% for first time visitors) said that they had just browsed the site, not using any of the tools or features that were on offer.

**Figure 6.1: Features and tools of website used on current or recent visits (prompted)**

Younger website users aged under 25 were more likely to have accessed the website's Job Profiles (37% compared to 18% among those aged 50 plus) whilst those aged 25-49 were particularly likely to have utilized the Skills Health Check (39% vs. 26% of those aged under 25). Those unemployed and looking for work were more likely than average to use the Skills Health Check and CV Builder (43% and 36% respectively) and less likely to have looked at the Job Profiles listed on the site (20%).

The main tools and features used were felt to be useful. Results are summarised in the following chart, which shows their perceived usefulness (on a scale of very useful, quite useful, not very and not at all useful – for simplicity the last two of these have been merged on the chart). Base sizes are shown in brackets. The tools are ranked in descending order of perceived usefulness.

**Figure 6.2: Usefulness of the website features and tools**

*Base: users of each tool/feature*

Three general conclusions stand out:

- All the features and tools are seen as useful by the vast majority of users
- Job Profiles and CV Builder are by far the highest rated with well over half thinking each very useful
- The Course Search and the Action Plan functions are the least well rated of the main tools / features: as many as a fifth of users of Course Search felt this had not been useful.

## Whether found the information they wanted

Most users of the website said that on their current or recent visits they found all (30%) or most (30%) of the information they wanted. This compares with a fifth only finding some of

the information they wanted (20%) and one in twelve (8%) finding none of what they had been looking for – 11% stated that they had not been looking for information.

Respondents aged under 25 were the most likely to have found *all* the information they had been seeking (35% vs. 25% among those aged 50 plus).

Those only finding some or none of what they were looking for were asked what information they had been unable to find. Information not found tended to be (illustrated by the verbatim comments below):

- Information on a specific career
- Jobs that match skills, abilities and location
- Information on different types of courses available locally

*“Information about wanting to go back into higher education with funding when you are currently paying back a student loan, and how to get into childcare/primary school teaching”*

*“In depth information about educational psychology. In depth information about speech therapy. I was very surprised that there was not more information on these two common careers.”*

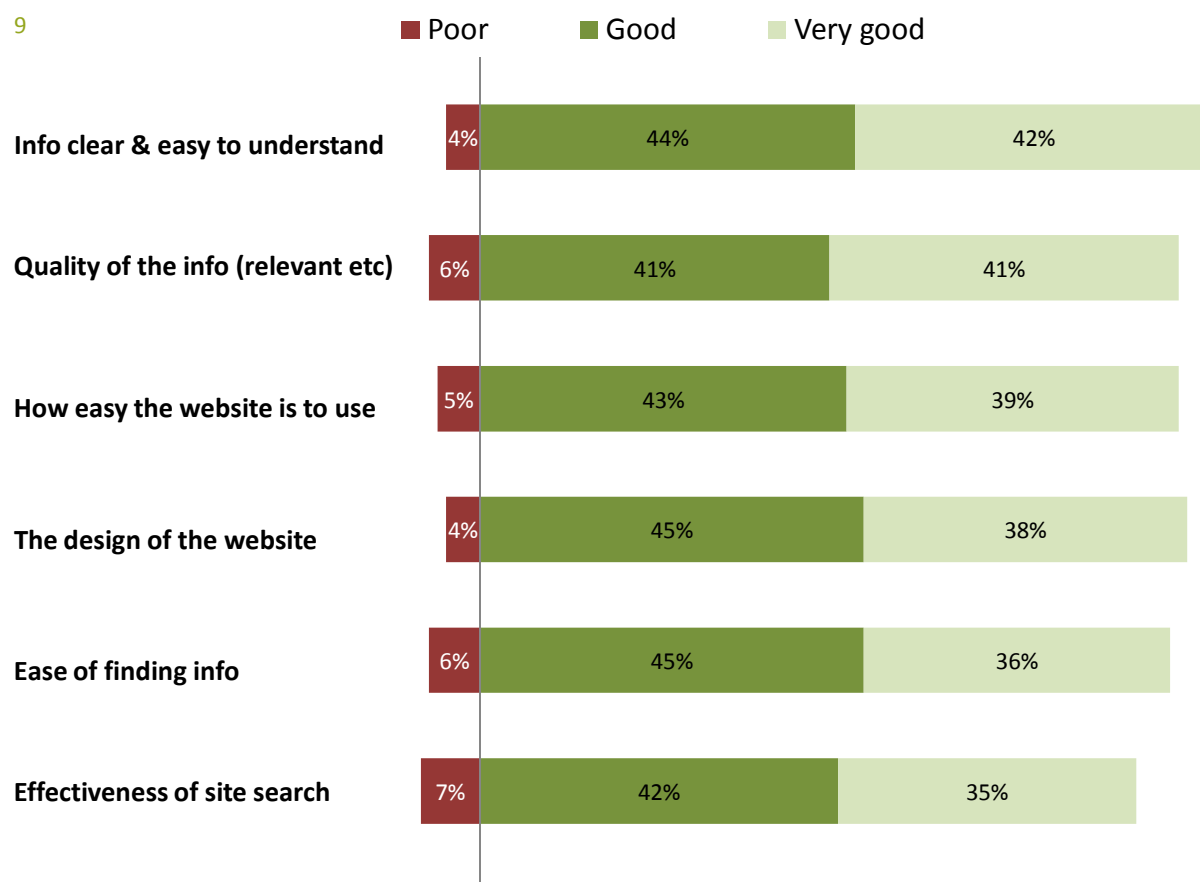
*“What jobs careers are there where it is ideal, even an advantage, to being over 45, given a previous professional very IT-literate career but now seeking a less stressful career path without the demanding long hours.”*

*“The course search function does not allow you to specify the single most important feature - the course level. I was looking on behalf of a friend wanting to get back into education for part-time A level courses in the area or by distance/on-line study. It only came up with degree courses, which I could find easily anyway: it is FE providers which are difficult to find. A very poorly designed search tool.”*

Results suggest the site could be clearer with regard to advising people that they can contact an adviser and how to do this. Among those only finding some or none of what they had been looking for, only half (49%) felt it was clear from the website how to contact an adviser for further support, with the remainder either feeling this was not clear (15%) or not sure (36%), the latter figure implying that this aspect is not given prominence.

## **Overall views of the National Careers Service website**

Respondents were asked to rate a number of aspects of the website, using a scale of very good, good, neither good nor poor, poor and very poor. Results are summarised on the following chart: for simplicity those answering neither good nor poor, or don't know, are not shown (hence figures on each chart add to less than 100%), and those answering very poor or poor have been merged. The factors are ranked in descending order in terms of the percentage giving a very good rating.

**Figure 6.3: Rating of specific aspects of the website**

*Base: all website users excluding don't knows*

Just over four in five users of the web service expressing an opinion on each measure thought that the information was clear and easy to understand (86%), of high quality (relevant, up-to-date etc) (84%) and easy to find (82%), and that the website was easy to use (84%) and the design of the website was good (82%). On each measure around 5% thought the website poor. Ratings on most measures were fairly similar with slightly more rating each aspect 'good' rather than 'very good'.

The effectiveness of the site search was rated a little less positively than other aspects, although is higher among those who have visited the website 5+ times (70% rated it as good or very good compared with 66% of those who were on the website for the first time).

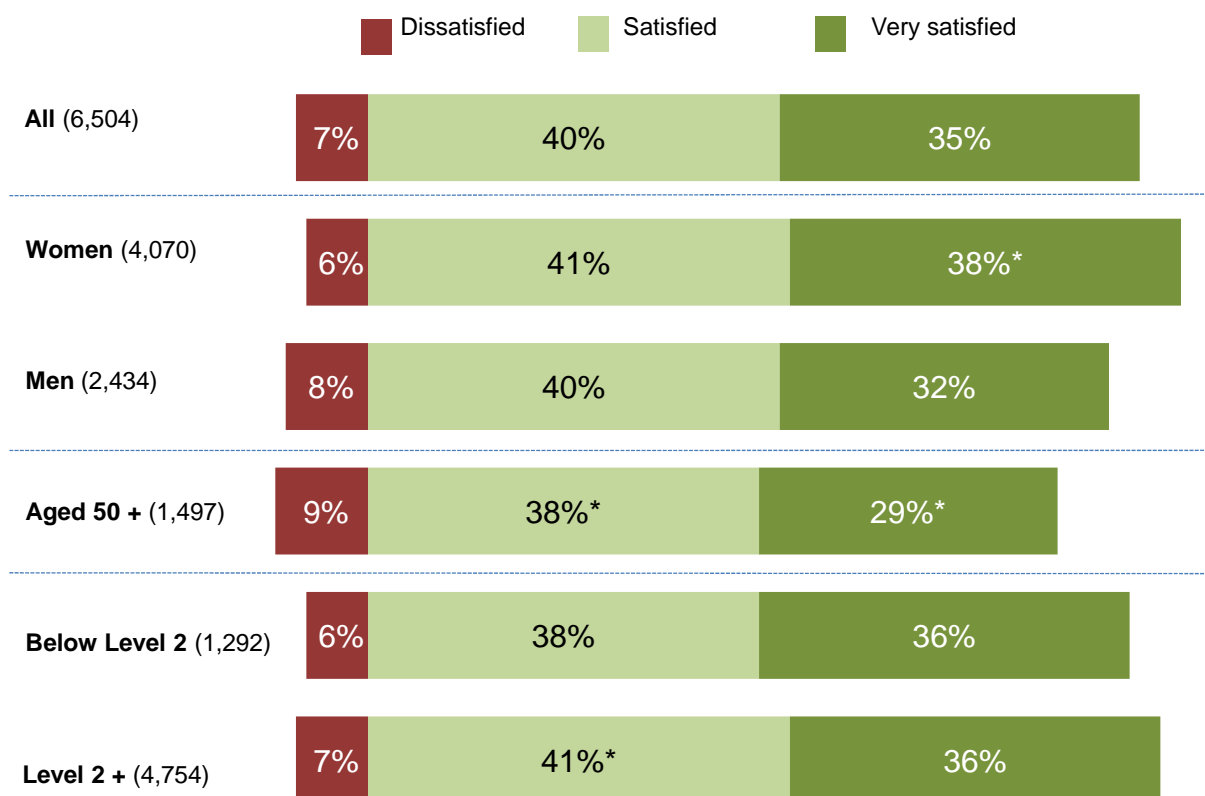
On every measure older respondents aged 50+ were less positive than average. As just one example, in terms of the quality of information, 68% thought it was good or very good, compared with 76% respondents overall.

Women were more positive than men, particularly in regard to the effectiveness of the site search (69% vs. 60%) and the design of the site (81% vs. 75%).

## Overall satisfaction with the website

Most users were satisfied overall with the National Careers Service website. Three-quarters were satisfied (76%) compared with 7% dissatisfied. The remainder were either neither satisfied nor dissatisfied (13%) or were unsure (5%).

**Figure 6.4: Overall rating of the website**



Base: All website users (6,504)

Note: \* signifies a significant difference from the total for all other customers

The following groups were all more satisfied overall than average:

- Those aged 16-24 (85% satisfied vs. 67% aged 50 plus)
- Women (78% satisfied vs. 72% men)
- Those in work (78% satisfied vs. 73% unemployed and looking for work)

- Those qualified to Level 2 or higher (77% vs. 74% of those qualified to below Level 2).

There was a clear correlation between overall satisfaction with the site and whether users found all the information they had been looking for. Among the 429 dissatisfied respondents three-fifths (60%) had not found any of the information they had been looking for (and just 10% found all or most if it), whereas among those satisfied three-quarters (74%) found all or most of the information they had been seeking.

Reasons for dissatisfaction centred on:

- Web pages not loading properly or CV builder crashing, often resulting in information being lost.
- Not finding the information they were looking for.

*“I want to see what courses are available in Ipswich on anything but most especially in the IT field. It cannot be done. I either have to scroll through over 2,000 courses from all around the country or go into advanced search and specify WHAT course offered at WHICH facility in a SPECIFIC location.”*

*“I cannot see any advice regarding training or course suggestions or anything that will enable me to get back into a new career / long term employment”*

*“Attempting to build a CV which locks you out every 30 minutes resulting in losing all the valuable information you have spent time typing which was extremely frustrating! I read that it will lock you out after 30 minutes but I had thought this meant if you had left it inactive for 30 minutes, not if you were mid typing, no warning box comes up asking you if you want to save it, it just locks you out and everything you have typed disappears. Very poor design and very time consuming on what would otherwise be a very useful tool to use.”*

Over four in five web users would recommend the website to friends, family or colleagues (83%). Of the remainder, more said that they were unsure (13%) than said they would not recommend it (4%). Predictably there is a clear link between overall satisfaction and likelihood to recommend their site: almost half of those dissatisfied (47%) would not recommend it, while among those very or quite satisfied overall nearly all (96%) would recommend the site.

Those aged 16-19 (89%), women (85%) and those whose first language was not English (89%) were particularly likely to recommend the site.

## **Suggested improvements to the site**

A quarter (25%) of web users had suggestions for how the website could be improved, rising to three-quarters of those dissatisfied overall (74%).



The top four suggested improvements put forward were:

- Make the site more user-friendly by making it easier to find the information needed.
- Simplified layout - there are several clicks before you reach the section you want and sometimes I see quick links to a section which is useful but I can never find that page again by navigating through the website
- Improving the CV builder. Website users liked this function but noted problems with it timing out and losing work as a result of this. They liked the templates but many of the comments referred to this not always working, whilst others wanted some more examples of CVs available.

*“When putting together my CV, it wasn't clear to me that I could include e.g. more than one recent job, until I saved the first entry. A step by step guide on how to use the CV Builder would be useful (I didn't see this included on the website).”*

- Having a good facility where skills, interests and abilities could be matched with careers/ available jobs.
- For job descriptions to be more detailed like they are, for example, on [www.prospects.co.uk](http://www.prospects.co.uk)

One thing to note is that one of the key improvements (having a career matching programme) already exists on the website as the Skills Health Check. However, the fact that many users cited this as an improvement shows that they were not aware that this tool is already available which suggests that its existence and its functionality needs to be flagged more clearly to website users. On the front page, for instance, it may be worth adding a description of what the Skills Health Check is and what it can do (rather than just having its title displayed) since the title 'Skills Health Check' does not mention careers and may mean people do not investigate how the tool might help them.

# Chapter 7: Key drivers of satisfaction

The previous chapters examined levels of customer satisfaction with specific aspects of their call / meeting / visit to the website and revealed high levels of satisfaction. This chapter examines customer satisfaction with these aspects of the call / meeting / website further and aims, through correlation analysis, to identify key priorities for improvement.

First discussed are the key drivers of satisfaction of face-to-face and telephone customers before going on to discuss the key satisfaction drivers of online customers.

## Face-to-face and telephone customers

The specific aspects of the call / meeting tested were:

- The location and venue of the meeting (face-to-face customers only)
- The waiting time before the appointment (face-to-face customers only)
- The convenience of the time and date of the meeting (face-to-face customers only)
- The time it took for someone to answer the call (telephone customers only)
- The time taken to get through to the person who helped (telephone customers only)
- The length of time spoken with the adviser
- The professionalism of the adviser
- The helpfulness of the adviser
- The adviser's level of knowledge
- The adviser understanding the customer's needs
- The information and advice being clear and easy to understand
- The usefulness of the information, advice or guidance
- That the customer got the information, advice or guidance to make an informed decision about what to do next.

## Correlation analysis: Face-to-face customers

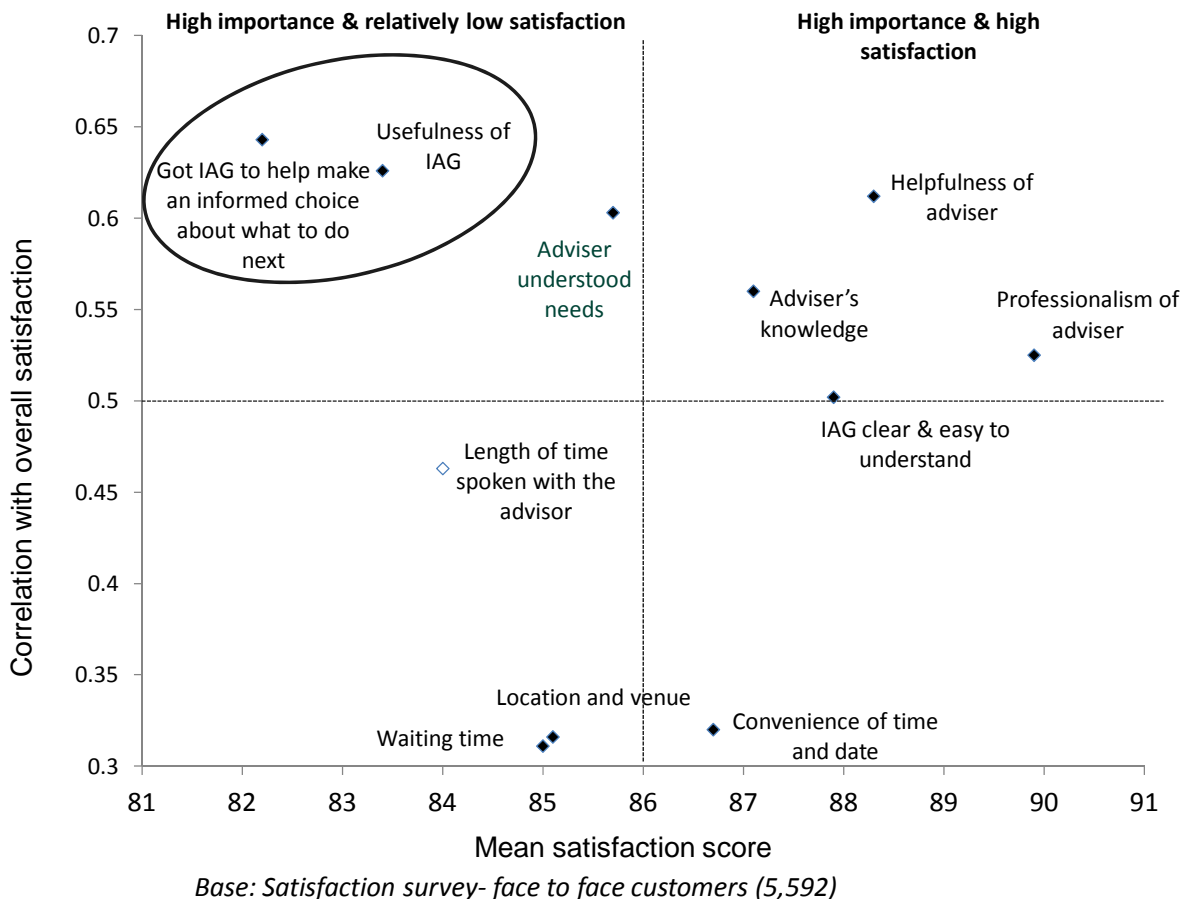
Correlation analysis investigates the level of association between different variables and gives an indication of each variable's relative importance. Here we test the correlation

between satisfaction with each individual aspect of the National Careers Service and overall satisfaction with the service. This gives an indication of the importance of each aspect in driving overall satisfaction.

Results of this analysis for face-to-face customers are shown in Figure 7.1. The x-axis shows the mean satisfaction score for each aspect of service: the further right on the chart a factor appears, the higher the level of customer satisfaction. As can be seen, face-to-face customers were most satisfied with the professionalism of the adviser and relatively least satisfied with getting the information, advice or guidance to make an informed decision about what to do next.

The vertical, y-axis shows the correlation of an individual factor with overall satisfaction with the service. The higher a factor appears the more closely correlated it is with overall satisfaction. Therefore, the waiting time before the meeting was shown to correlate the least with overall satisfaction and the usefulness of the information, advice or guidance was shown to correlate the most with overall satisfaction.

**Figure 7.1: Correlation with overall satisfaction: face-to-face customers**



The lower half of the chart shows that logistical, operational aspects of face-to-face meetings (waiting time, the location and venue, and the convenience of the date and time of the session) tend to have a **very weak correlation** with overall satisfaction, (as was found in Year 1). This suggests that any improvement in these aspects would be unlikely

to bring about an increase in overall satisfaction. They may though be ‘hygiene factors’ which are expected to be performed well and can cause dissatisfaction if poorly delivered).

The top right quadrant of the chart shows factors that are **highly correlated** with overall satisfaction and have comparatively **high satisfaction** scores. These include several aspects relating to the adviser (helpfulness, professionalism and level of knowledge), as well as the information and guidance being clear and easy to understand. These aspects of the meeting may not require improvement, but it will be important to maintain satisfaction levels in these areas in order to maintain overall satisfaction.

The top left quadrant shows factors that are **highly correlated** with overall satisfaction and have comparatively **low satisfaction** scores. Of particular note are the usefulness of the information and guidance and whether the information and guidance helped customers to make an informed choice about what to do next. Because satisfaction with these aspects of the meeting is comparatively low, these aspects offer the most potential for increasing overall satisfaction and should be a key focus of attention.

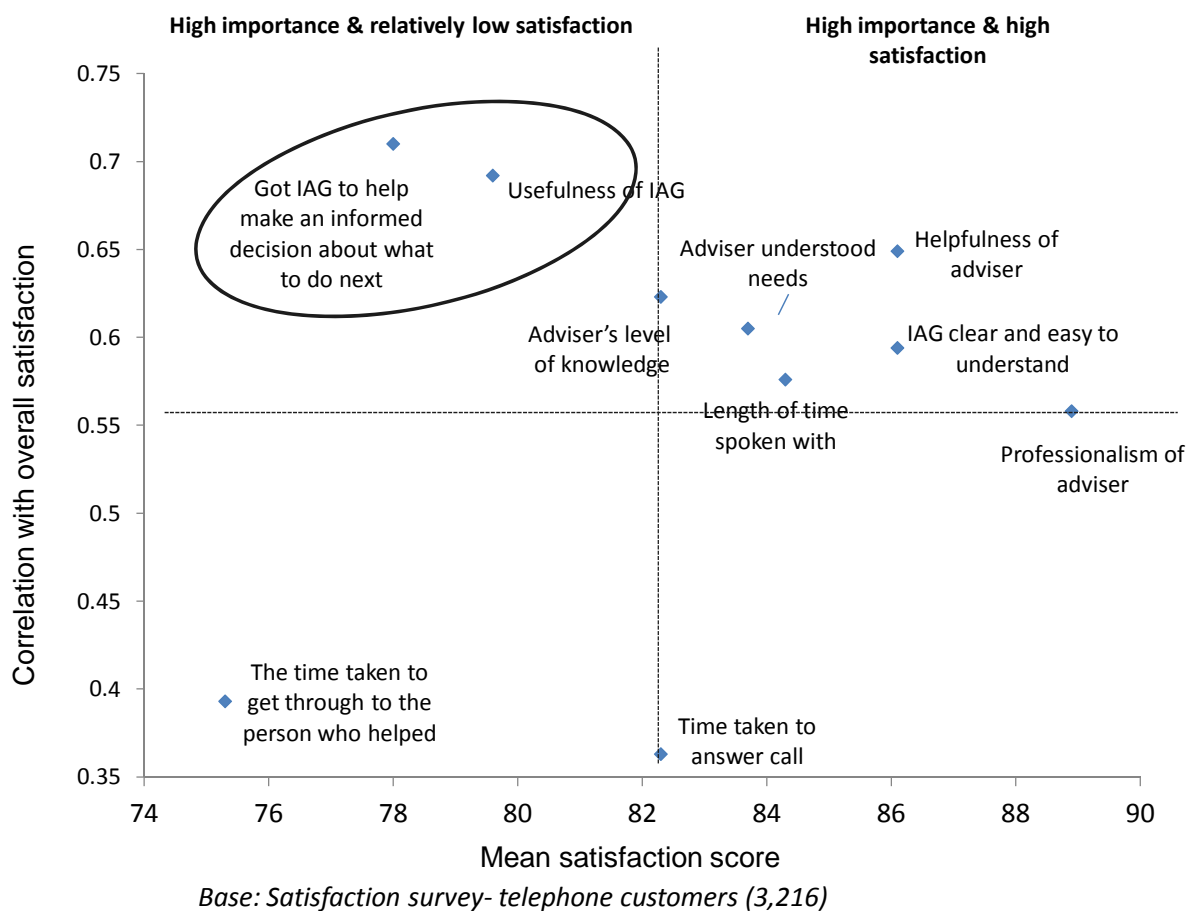
Improving customers’ experiences of the usefulness of the information, advice and guidance may be down to the management of customers’ expectations of the service and better informing them of how any advice and guidance can best be used.

Correlation analysis also revealed groups of customers for whom the issues of the usefulness of the information, advice and guidance and getting the information, advice and guidance to help make an informed choice about what to do next are more key than average: those aged 25+ (particularly those aged 50+) and those in work were less satisfied with these two factors than average and yet for these groups these aspects were more highly correlated with overall satisfaction.

### **Correlation analysis: Telephone customers**

Figure 7.2 shows the same analysis for telephone customers.

Figure 7.2: Correlation with overall satisfaction: telephone customers



The results of the correlation analysis for telephone customers are very similar to the results for face-to-face customers and again were similar to what was found in Year 1. Operational aspects (time taken to answer the call, time taken to get through to the person who helped), shown in the bottom half of the chart, **correlate very weakly** with overall satisfaction. Increasing satisfaction with these aspects is therefore not likely to improve overall satisfaction, although a significant decrease in satisfaction with these factors could have a negative effect overall.

As with face-to-face customers, aspects relating to the adviser (helpfulness, professionalism and understanding of customer needs) are **highly correlated** with overall satisfaction and have **high satisfaction** ratings as do the length of the call, the adviser's knowledge and the advice being clear and easy to understand. These results suggest that these aspects of the telephone service may not need improvement, but efforts should be made to maintain customer satisfaction with each aspect in order to maintain the high levels of overall satisfaction with the service.

As with face-to-face customers, the usefulness of the information and guidance and whether the information and guidance helped to make an informed choice about what to do next **correlate highly** with overall satisfaction and have comparatively **low satisfaction** ratings. As satisfaction with these aspects of the call is comparatively low and

they offer the most potential for increasing overall satisfaction, a key objective should be to improve customers' experiences of these aspects.

Once again, these aspects are particularly important to improve among those in work and those aged 25+ (particularly those aged 50+) as satisfaction with getting the information, advice and guidance and the usefulness of this information/guidance was lower than average and yet correlation of these aspects with overall satisfaction was higher than average for this group. Thus attention needs to be paid to these groups in particular in order to raise overall satisfaction with the service.

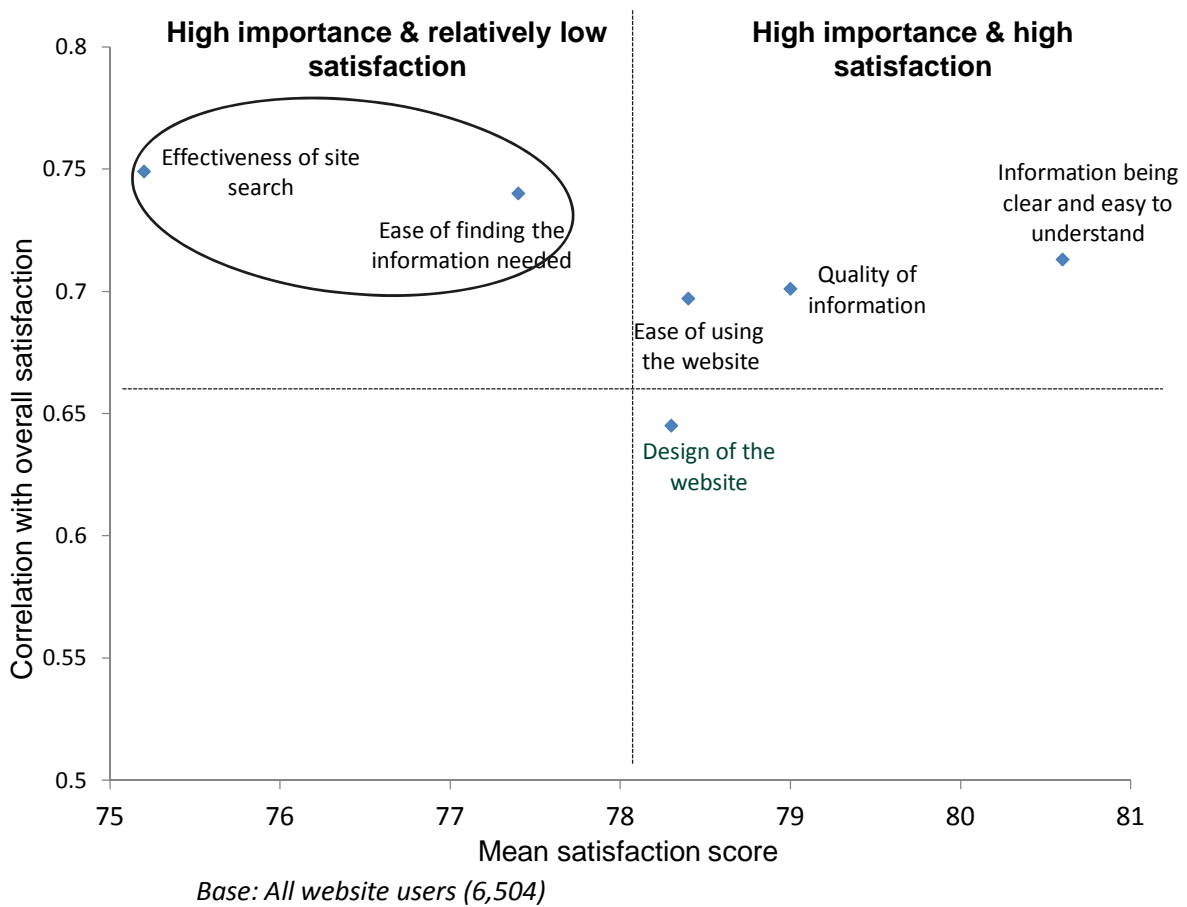
### **Correlation analysis: Online customers**

The specific aspects of the website measured were:

- How easy it was to find the information needed.
- The information being clear and easy to understand
- The quality of the information (it being up to date, relevant, accurate etc)
- How easy the website was to use
- The design of the website
- How effective the site search was.

Correlation analysis tested satisfaction with each individual aspect of the National Careers Service website with overall satisfaction with the website. Results of this analysis among online customers are shown in Figure 7.3.

Figure 7.3: Correlation with overall satisfaction: Website users



Aspects of the website that were rated highly and were also highly correlated with overall satisfaction were the information on the site being of high quality, being clear and easy to understand, and the ease of using the website. These aspects of the website may not require particular improvement, but efforts should be made to maintain these high satisfaction levels in order to maintain overall satisfaction.

The design of the website, shown in the bottom half of the chart, **correlates more weakly with overall satisfaction than the other aspects measured**. Improving the overall design of the site is therefore not as likely to improve overall satisfaction as much as the other measures.

Aspects of the website that emerged as correlating highly with overall satisfaction but having comparatively low satisfaction ratings were the effectiveness of the site search and the ease of finding the information needed (as shown in the top left hand quadrant of the chart). As satisfaction with these aspects of the site is comparatively low particular effort should be made to improve them in order to increase customer satisfaction overall.

# Chapter 8: Customer progression following their dealings

This chapter details the extent to which National Careers Service customers have progressed since their call or meeting with an adviser, or their visit to the website. For face-to-face and telephone customers progression is measured six months after the intervention whereas for online customers progression is measured three months after visiting the website.

The chapter begins by considering how the employment status of face-to-face and telephone customers had changed from the time of their intervention to six months after the call/meeting, and then assesses customer progression in terms of employment, learning and personal added value.

Progression among customers accessing the National Careers Service website is discussed in the final section of the chapter.

## Change in employment status

At the time of the initial intervention, customers interviewed for the progression survey were most likely to be unemployed and seeking work (69%<sup>3</sup>). Just under a fifth were in work (18%), with the remainder in learning (5%) or in some other situation (8%, covering those unable to work due to ill health (4%), those with home / family responsibilities (3%) and the retired (1%)).

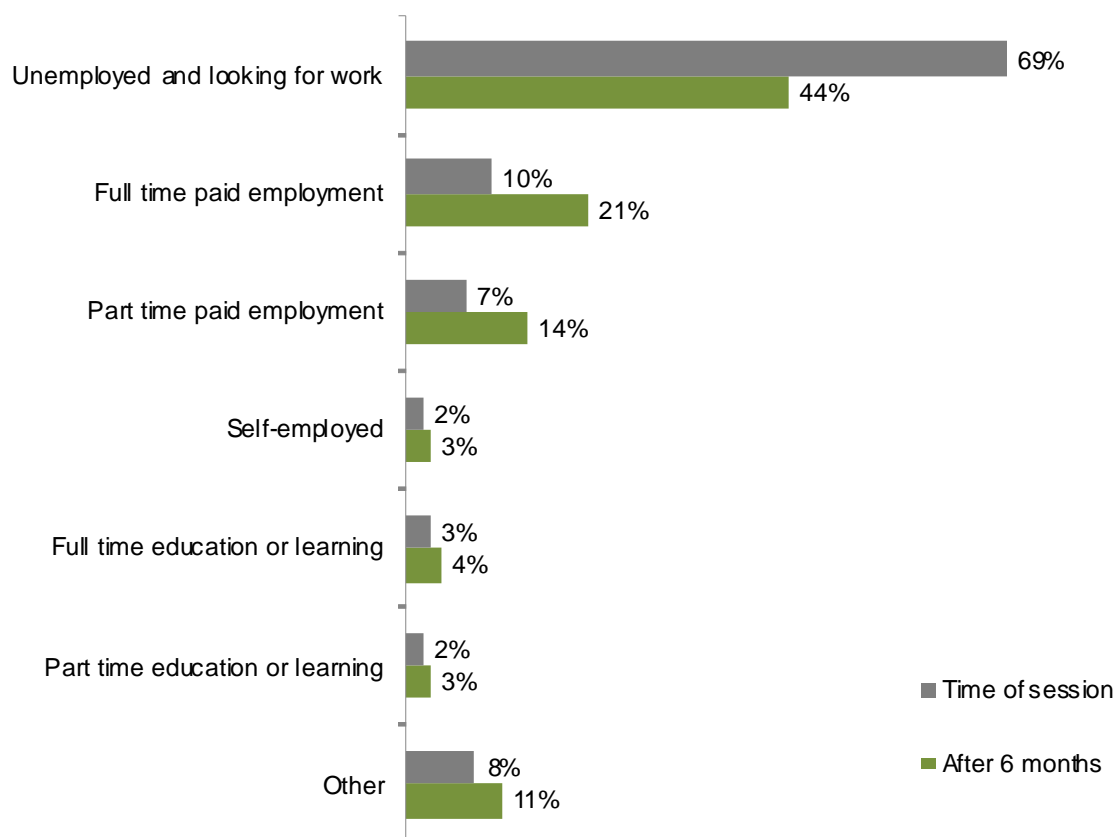
Six months later, there was a large fall in the proportion of customers who were unemployed and looking for work (of 25 percentage points), and a large increase in the percentage in work, particularly in full time employment (an increase of 11 percentage points) and part time employment (an increase of 7 percentage points).

Results are summarised on Figure 8.1. The top bar in each pair is the proportion in that situation at the time of the initial meeting/call with the adviser, while the lower bar is the proportion in that situation six months later (at the time of the Progression Survey).

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<sup>3</sup> This is very similar to the figure among the larger number of respondents completing the Satisfaction Survey, where 68% were unemployed and looking for work, 18% were in work, 4% were in learning, and 8% in other situations. Because the results on work status at the time of adviser session were so similar across the Satisfaction and Progression surveys we can be confident in using Progression Survey results to describe the change in employment status.



**Figure 8.1: Employment status at the time of the call / meeting and six months later**

Base: Progression survey (telephone and face-to-face customers – all customers 6,395)

Younger customers in the 20-24 age bracket were particularly likely to have moved out of the unemployed and looking for work category: among this age group this percentage fell by 31 percentage points in the six months following the session (compared against the average 25 percentage point fall).

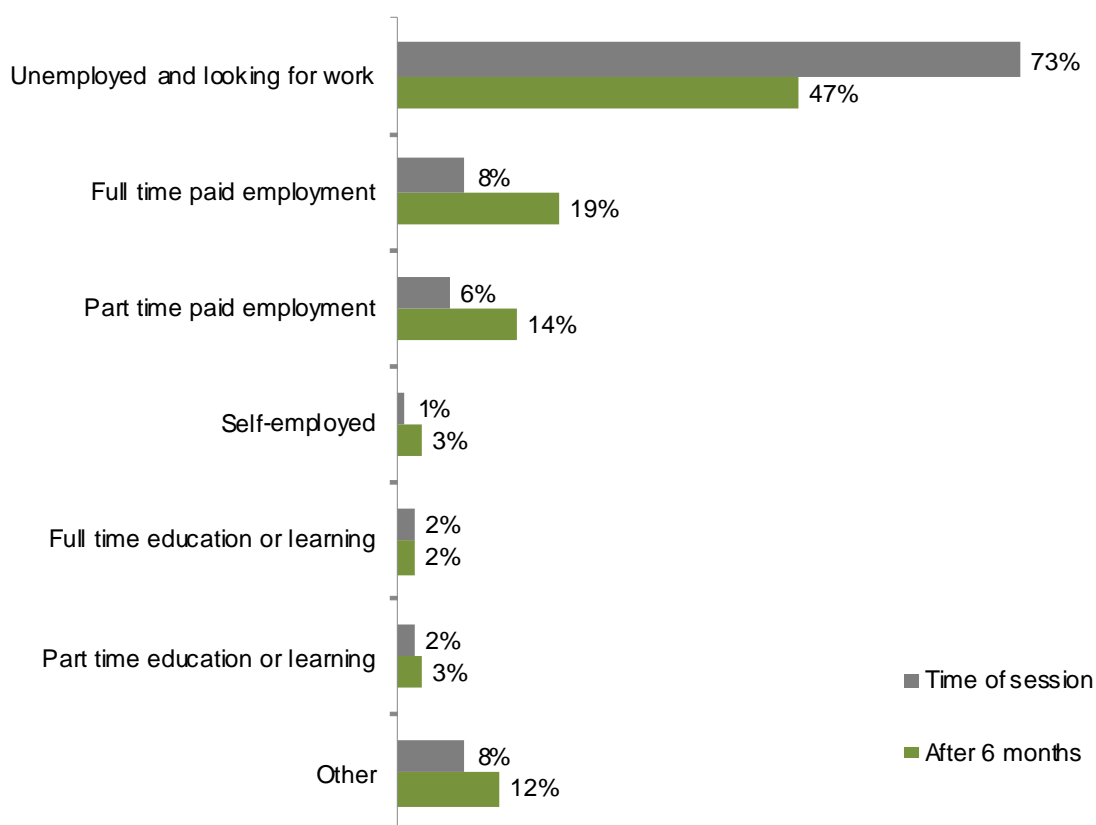
There were marked differences between face-to-face and telephone customers in their work status at the time of the call/meeting and their status 6 months later, though the net change in their situation six months later was broadly similar between the two customer types.

Face-to-face customers were particularly likely to be unemployed and seeking work (73%) at the time of their initial meeting while only 15% were in work and 3% in education or learning. Six months later a large proportion had moved out of the 'unemployed and looking for work' group (a fall of 26 percentage points), while the percentage in employment had increased (by 11 percentage points for full time employment, 8 percentage points for part-time employment, and 2 percentage points for self-

employment). Overall a third of face-to-face customers (33%) were in paid employment six months after the session compared with 15% at the time of the session with the adviser. In line with Year 1, the proportion of face-to-face customers in education or learning had not changed significantly over the subsequent six months.

Results are summarised on the Figure 8.2.

**Figure 8.2: Employment status of face-to-face customers at the time of the call / meeting and six months later**



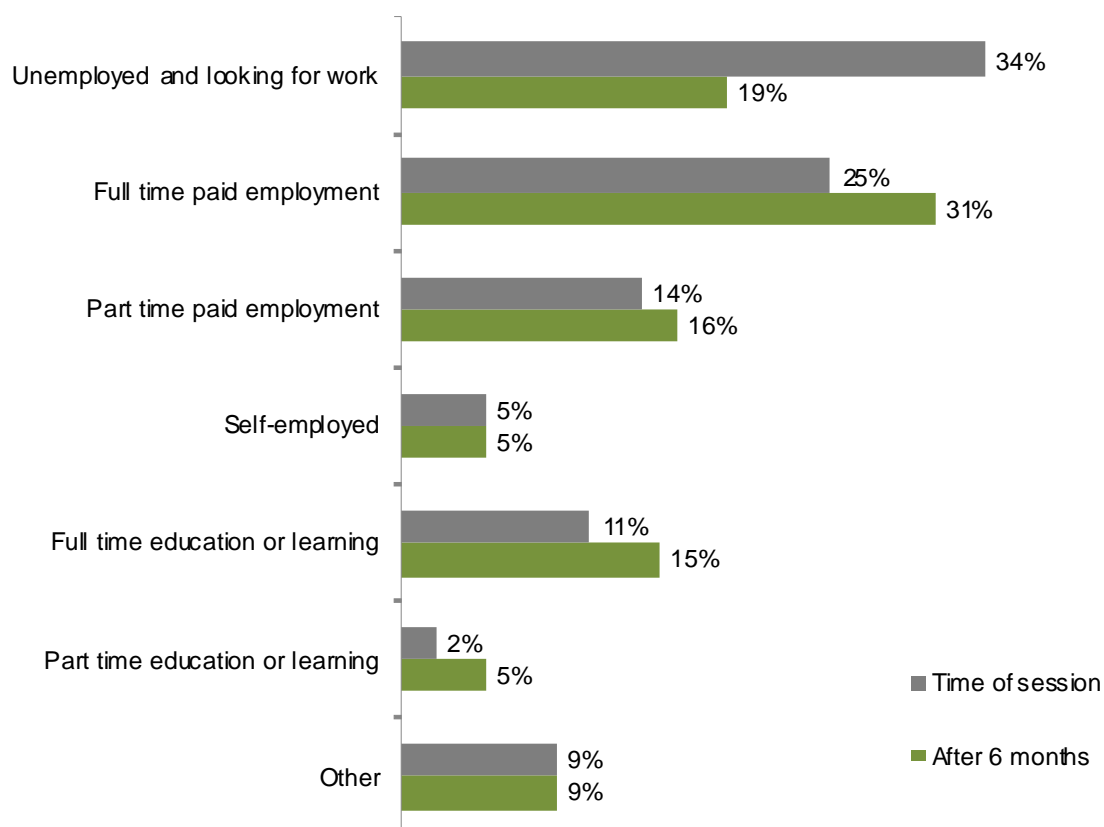
Base: Progression survey – face-to-face customers (3,393)

Telephone customers have a very different profile to face-to-face customers, and more were working at the time of their call with an adviser (44%) than were unemployed and looking for work (34%). Around one in eight (13%) were in learning.

However, like face-to-face customers, six months after the adviser session, there were large falls in the proportion unemployed and looking for work (a 15 percentage point fall), and increases in the proportion in paid work (an increase of 8 percentage points) or in full or part time learning (7 percentage points). Hence whereas for face-to-face customers the change is mainly a movement from unemployment to employment, among those using the telephone service the movement from being unemployed and looking for work is equally to

employment outcomes and learning outcomes. Results among telephone customers are shown in Figure 8.3.

**Figure 8.3: Employment status of telephone customers at the time of the call / meeting and six months later**



Base: Progression survey – all telephone customers (2,402)

## Summary of the extent of employment progression, learning progression and personal added value

The following sections in the chapter look at the extent of extent and nature of employment progression, learning progression and personal added value achieved among face-to-face and telephone customers in the six months following interactions with the National Careers Service (results among online customers are presented as a discrete section later in the chapter). Figure 4.3, presented earlier, summarised results on progression, and showed:

- 63% had progressed in learning
- 46% had progressed in employment
- 77% had progressed in learning and/or employment

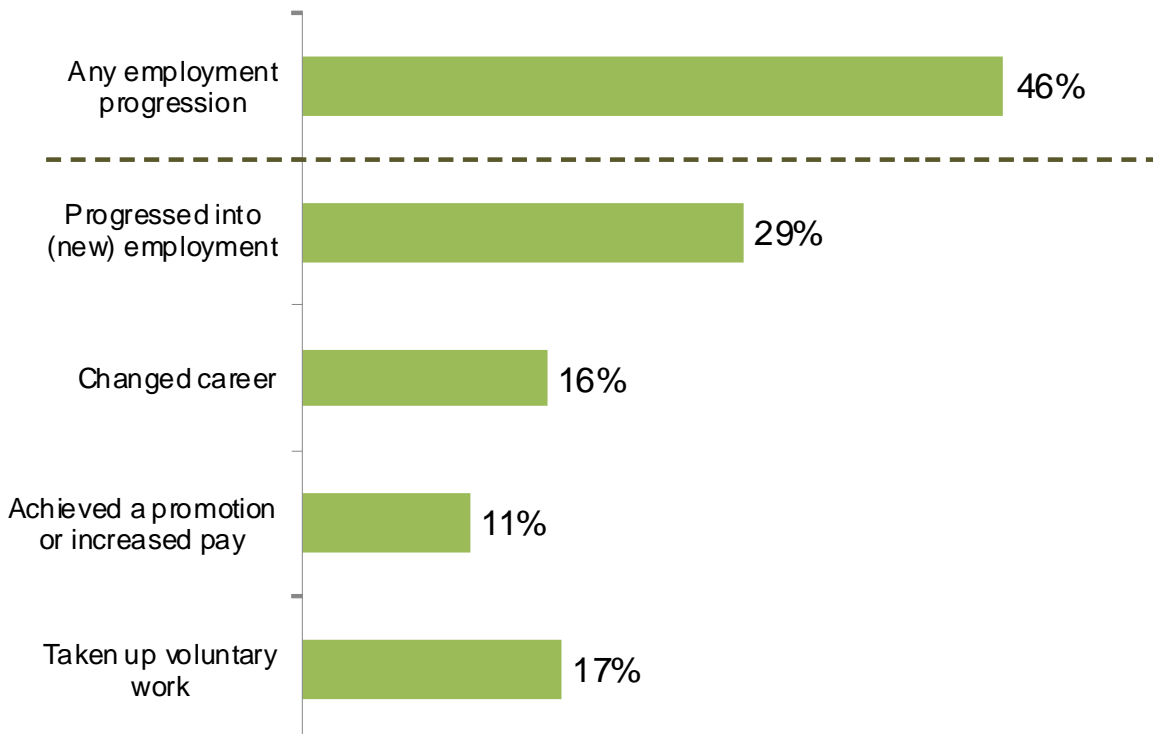
- 88% had gained 'personal added value'
- 93% had benefitted in at least one of these ways.

The results described above are very similar to Year 1 results (when the service was branded as Next Step), indeed all the figures were identical except personal added value being 1 percentage point higher this year than last.

### Employment progression among telephone and face-to-face customers

Customers were asked about a number of possible employment outcomes which they may have achieved over the six months since the National Careers Service call or meeting. Overall, almost half (46%) of customers had achieved any employment progression during this six months period (note, this can include those getting a job and then returning to unemployment within the six months). Over a quarter (29%) had progressed into new employment (i.e. from having been in learning, unemployment or another out-of-work situation or in previous employment that was different), 16% had achieved a career change, and one in nine (11%) had achieved a promotion or pay rise. Almost a fifth (17%) had taken up voluntary work since their call / meeting.

**Figure 8.4: Employment progression (face-to-face and telephone customers)**



Base: Progression survey – all customers 6,395

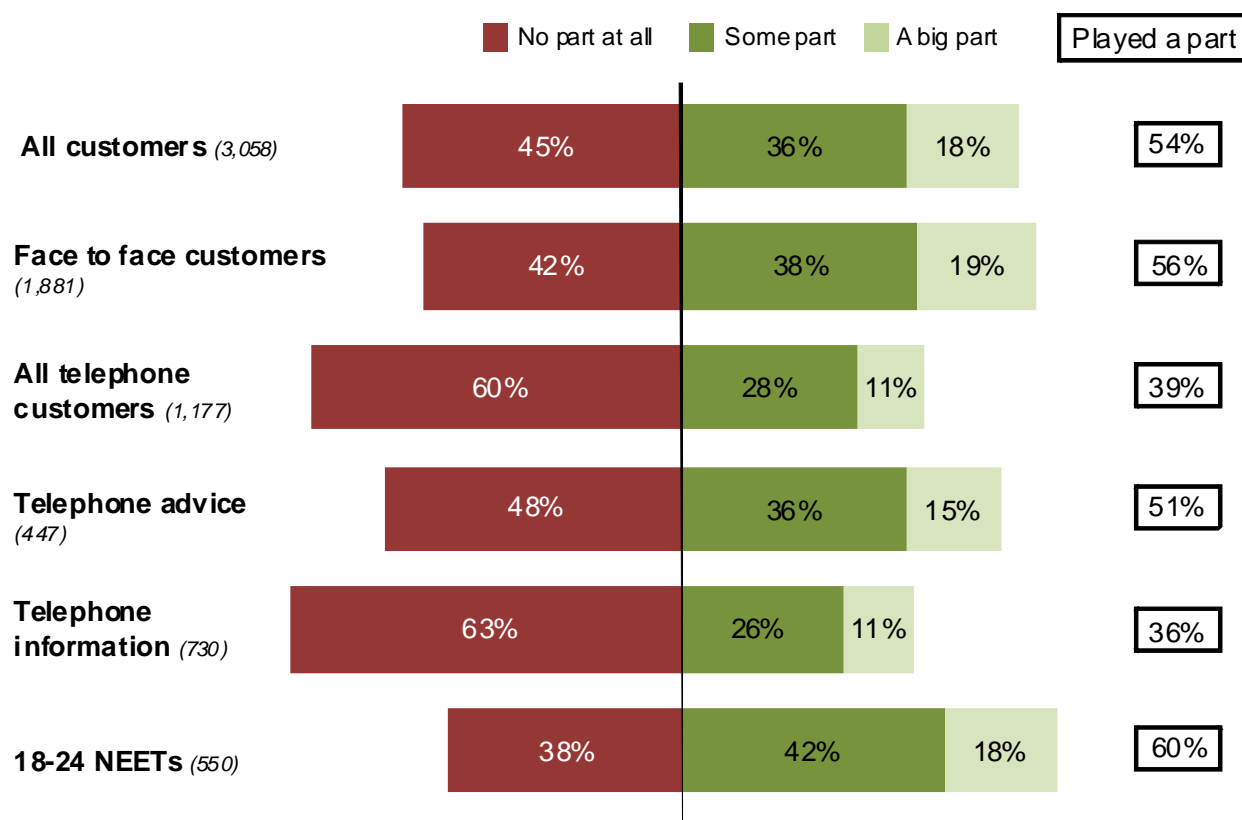
The overall level of employment progression was similar across telephone and face-to-face customers. However, face-to-face customers were more likely to have moved into new employment in the six months since the adviser session (30% vs. 21% telephone), reflecting the higher proportion of these customers that were out of work at the time of the session. Customers who were unemployed at the time of the session were slightly more likely than average to have achieved any employment progression (48% compared with 46% overall – this still indicates that levels of employment progression are similar among those already working as those unemployed), while young NEETs aged 18-24 were considerably more likely to have done so (55%).

Customers aged 20-24 and those qualified to at least Level 2 were also more likely than average to have experienced employment progression (56% and 51% respectively).

Among customers that had achieved employment progression, just over half (54%) felt that the information, advice or support they received from the National Careers Service adviser had played a part in bringing about this progression, including 18% who felt the adviser had 'played a big part'. Results are similar to those found for the Year 1 survey of Next Step customers, when 53% of those experiencing employment progression felt the adviser had helped them achieve these outcomes, though then fewer felt the adviser had played a big part (16%).

As shown in Figure 8.5, the degree of influence of the adviser in assisting with employment progression varied by channel, with face-to-face customers more likely to attribute their employment progression, at least in part, to an adviser (56% vs. 51% telephone advice and 36% telephone information).

**Figure 8.5: Role of National Careers Service adviser in achieving employment progression**



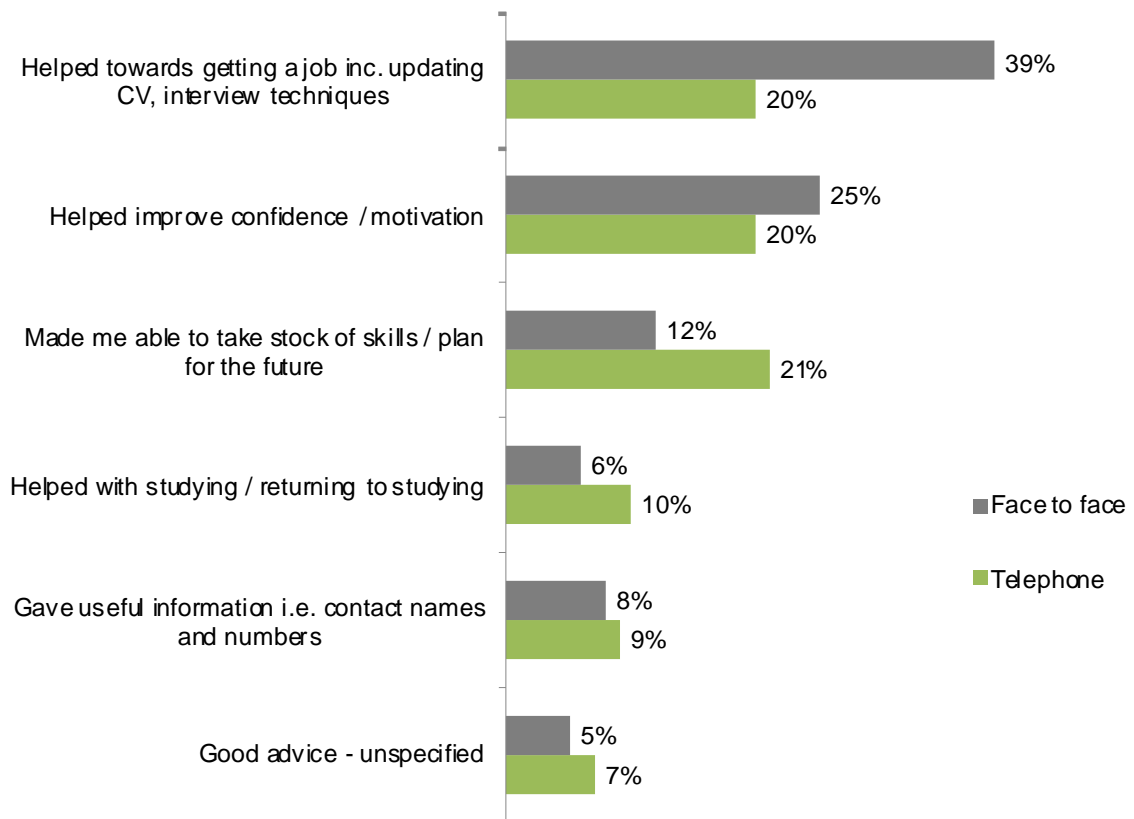
Base: Progression survey – those who achieved an employment outcome

The under 20s were more likely to feel that an adviser had played a part in their employment progression (63%), and the figure was similarly high among NEETs aged 18-24 (60%). This suggests that the service is particularly influential for young people.

Where the National Careers Service was seen to have contributed to the customer's employment progression, the main reasons given were that it helped with job-seeking skills such as updating their CV and interview techniques (37%), it helped with confidence and motivation (24%) or it assisted with taking stock of skills or planning for the future (13%).

There was a significant variation between face-to-face and telephone customers, with the former more likely to benefit from practical job-seeking support, while telephone customers were more likely to benefit from support with planning for the future. Results are shown in Figure 8.6.

**Figure 8.6: Impact of National Careers Service adviser where the adviser helped employment progression (spontaneous)**



*Base: Progression survey – those whose adviser played a part in progression (face to face 1,059, telephone 493)*

Those customers who had not achieved employment progression were asked if there was anything else the National Careers Service adviser could have done to help bring about employment progression. Relatively few of these customers (13%) felt that the adviser could have done something further. This proportion was slightly higher among telephone advice customers (18% vs. 13% face-to-face and 13% in telephone information). This is in contrast to Year 1 where there was no difference by delivery channel.

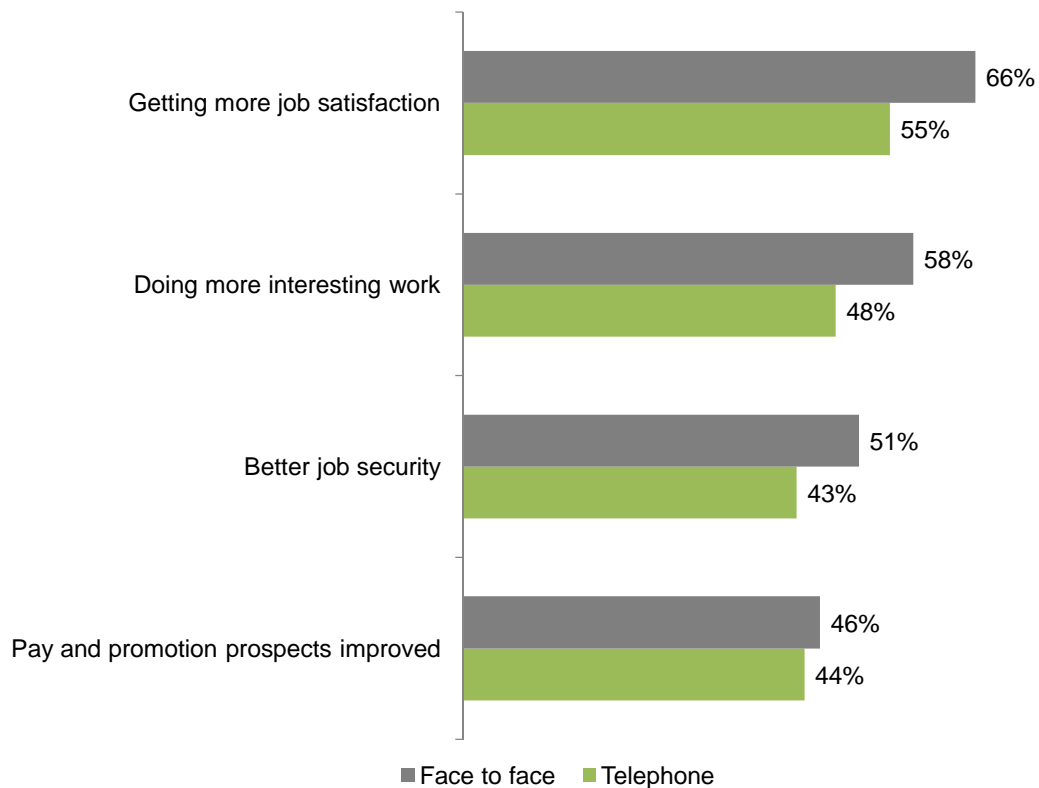
Non-White British customers not achieving employment progression were more likely than average to feel the adviser could have done more (23%, compared with 10% among White British customers).

Customers who felt that their adviser could have done more in this area were most likely to mention that they would have liked to have been given more options in general (25%), (better) advice or information on specific jobs (16%) or courses (15%) or that the adviser could have called back or followed up the session (18%).

### **Positive changes at work**

In addition to the 'hard' employment outcomes discussed in Figure 8.4, working customers were also asked about a range of other benefits they may have gained in their work following their call / meeting. Customer feedback in this area was positive, with over three-fifths (64%) of working customers feeling that they were getting more job satisfaction than at the time of their initial session, and over half (56%) that they were now doing more interesting work. Half felt that their job security had improved (50%) and a similar proportion felt that they now had better pay and promotion prospects (46%). All these figures have increased compared with the Year 1 study among Next Step customers (each by exactly five percentage points).

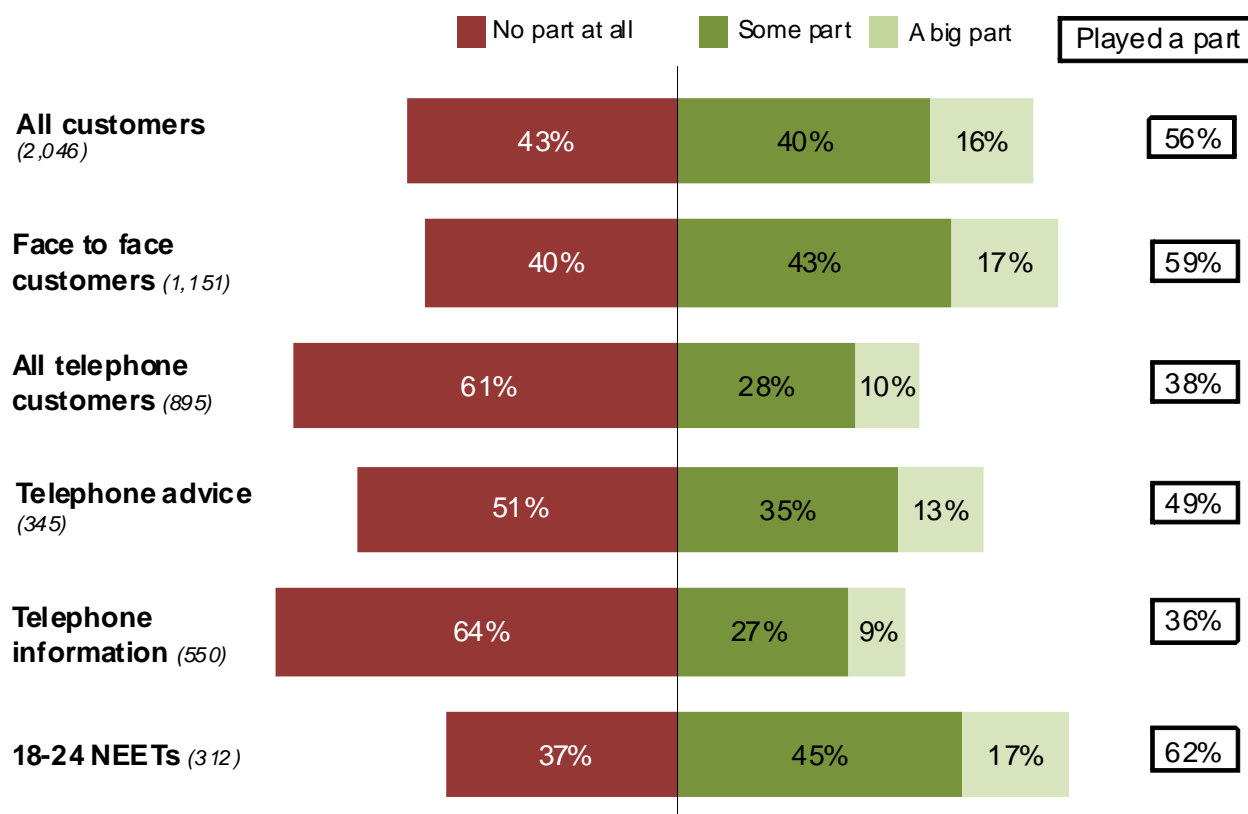
Figure 8.7 shows that face-to-face customers were more likely than telephone customers to say that they had benefited in each way (although the difference for pay and promotion prospects improvements is not significant).

**Figure 8.7: Positive changes at work**

*Base: Progression survey – those currently working (face to face 1,433, telephone 1,276)*

As with the specific employment outcomes discussed earlier in this chapter, just over half (56%) of customers who benefitted from one or more positive changes at work attributed these changes, at least in part, to the advice received from National Careers Service, with 16% feeling that the adviser played a big part. Again, levels of attribution were significantly higher among face-to-face customers than among telephone customers (60% compared with 38%), and telephone advice customers were more likely to report that the advice contributed to their positive development at work than telephone information customers (48% vs. 36%). NEETs were also significantly more likely than other customers to attribute positive developments to the advice received (62%).



**Figure 8.8: Role of National Careers Service advice in achieving positive changes at work**

Base: Progression survey – those who gained positive changes at work

## Changing job role or employer

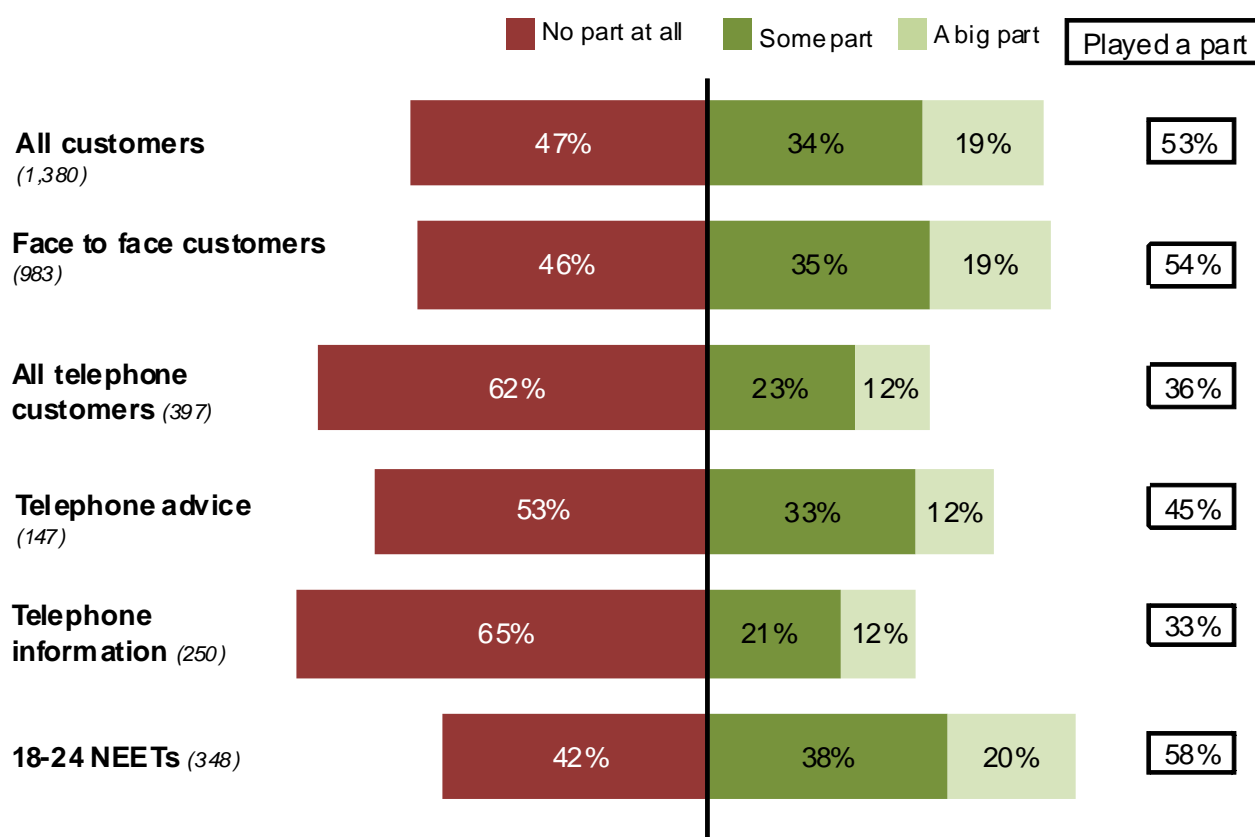
Among customers that were in work at the time of the call / meeting and also in work at the time of the progression interview six months later, the majority (57%) reported that they were still working in the same job and for the same organisation, a decrease from the 64% found in Year 1, and indicating more job mobility in the current survey. This leaves a sizeable minority that had changed either job or employer over the six months since the adviser session. Over a fifth were in a different role and working for a different organisation (23%), one in eight had moved employers while remaining in the same job role (12%) and one in eleven were working for in a different role within the same organisation (9%).

Face-to-face customers that were working at the time of the session and six months later were more likely to have changed their job role or organisation (48%) than telephone customers (30%).

## Moving from unemployment into employment

Customers who were not in work at the time of the intervention but who were working six months later (24% of all Progression Survey respondents) were asked about the role that the National Careers Service adviser had played in this move into employment. Overall, over half (53%) of customers in this group reported that the advice they received played a part in getting the job, with one in five (19%) feeling it played a big part. Once again, how “intensive” the intervention was affected how much of the progression was attributed to the adviser: 54% of face-to-face customers felt that the adviser played a part compared to 45% of telephone advice customers and 33% of telephone information customers.

**Figure 8.11: Role of National Careers Service adviser in helping customers move into work**



Base: Progression survey – those who moved into work since intervention

## Learning progression

Just under two thirds (63%) of National Careers Service customers progressed in learning by starting a course or informal learning in the six months since their call / meeting.

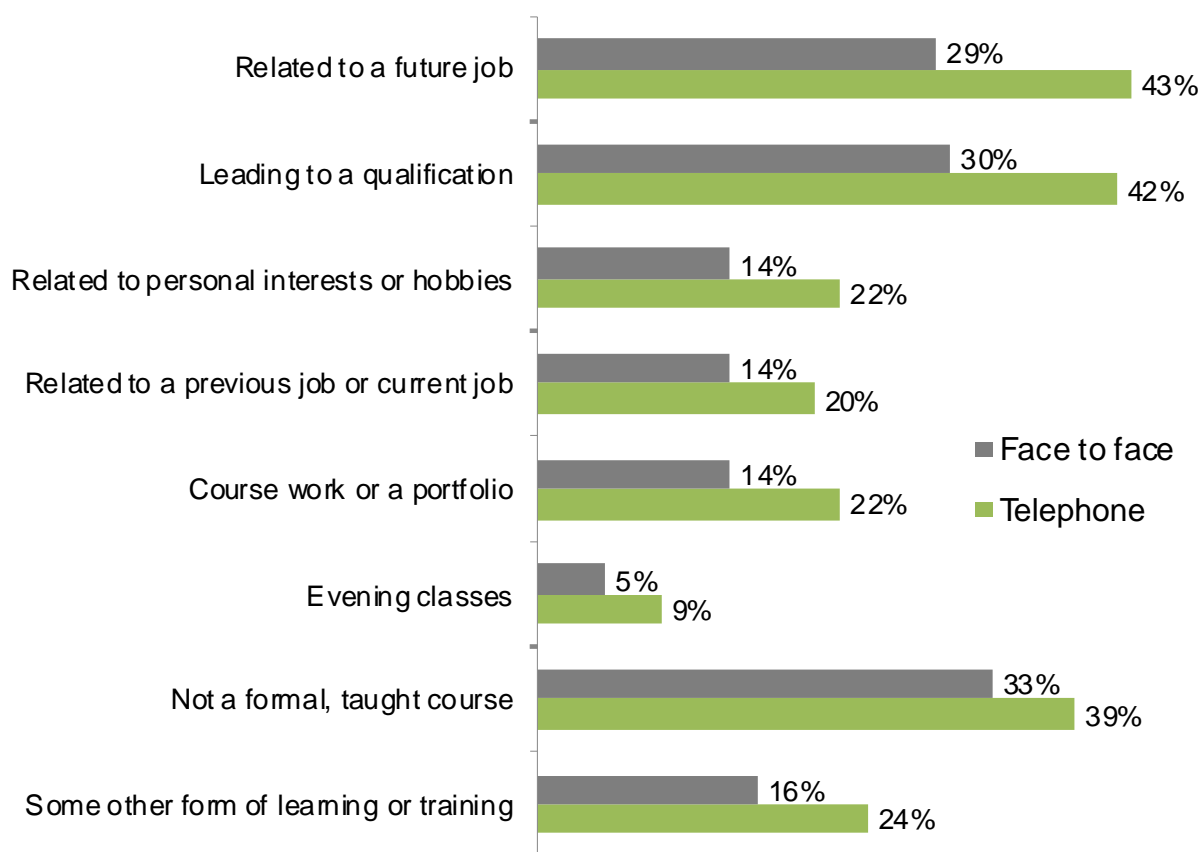
Telephone customers were particularly likely to have progressed in learning (72% vs. 62% among face-to-face customers, reflecting the fact discussed in chapter 3 that telephone

callers main reasons for contacting an adviser were much more likely to focus on learning than was the case among face-to-face customers.

Other groups particularly likely to have experienced learning progression were those with prior qualifications at Level 2 or higher (67% vs. 55% below Level 2), non-White British customers (70% vs. 61% White British), and those aged 20-24 (66%).

Figure 8.12 shows the nature of this learning progression, based on all respondents (not those indicating they had achieved learning progression). As can be seen, Telephone customers were much more likely than face-to-face customers to have undertaken various forms of learning or training. It should also be noted that the learning is quite often not a formal course (around a third had 'deliberately tried to improve their knowledge about anything or teach their self a skill without taking part in a formal, taught course').

**Figure 8.12: Form of learning or training undertaken since the call / meeting**



Base: Progression survey – all customers 6,395

*Note one learning or training activity can fall into more than one of the activities listed in the chart.*

Almost one in ten (9%) now have a higher qualification than when they saw or spoke to an adviser.

Customers that had progressed in learning by undertaking one or more forms of learning or training were asked the extent to which the National Careers Service adviser played a part in their deciding to do this learning or training. Just over three-fifths (61%) of these customers felt that the adviser had played some part, including a quarter (26%) who felt they had played a big part. Face-to-face customers were more likely to attribute their learning progress to the help they received – 63% felt the adviser had played a part compared with 51% of telephone customers that had achieved any learning progression.

Customers aged under 20 (70%), those with prior qualifications below Level 2 (68%) and NEETs (65%) were particularly likely to attribute their learning progress to the National Careers Service adviser.

Overall 14% of customers that had not progressed in learning in the six months since their call / meeting felt the adviser could have done more to help them progress.

The most commonly mentioned areas where these respondents felt further assistance would have helped include:

- Making the customer aware of more training options (36%)
- Giving more / better information about courses (34%)
- Following up or calling back (18%)
- Being more encouraging (14%)
- Giving more information about what funding is available (13%)

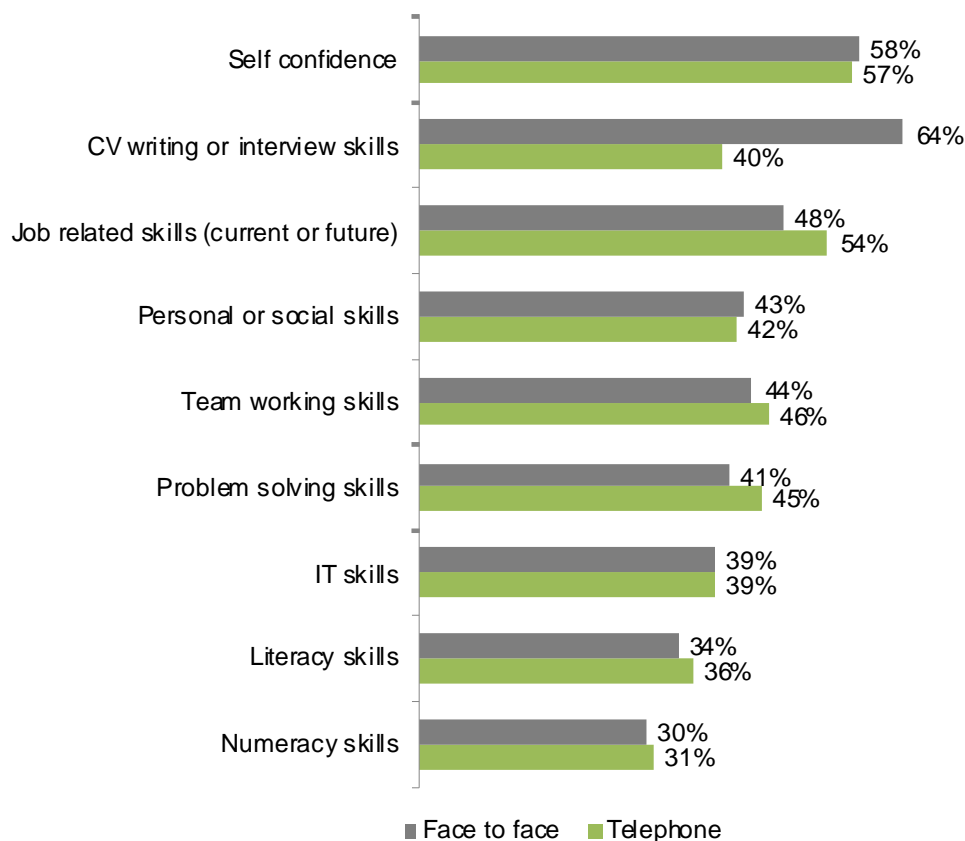
In terms of the provision of more information and options and the desire for proactivity and encouragement from the adviser, this 'wish list' has much in common with the equivalent question about how advisers could have helped more with employment progression.

Around three-fifths of all customers (62%) felt that the information or advice from the National Careers Service adviser has made it more likely that they will undertake learning in the future, rising to 64% among face-to-face customers (compared with 54% among telephone customers).

Other groups with above average likelihood to undertake further learning as a result of the information and advice provided were the under 20s (71%), NEETs aged 18-24 (67%), customers with prior qualifications below Level 2 (67%), and non-White British customers (65%).

## **Personal added value: Skills and personal development**

Over four-fifths (84%) of customers felt that they had improved in one or more skill area over the six month period since the National Careers Service call or meeting. Customers were most likely to feel that they had improved their CV writing or interview skills (61%) self confidence (58%), and/ or skills related to current or future employment (49%).

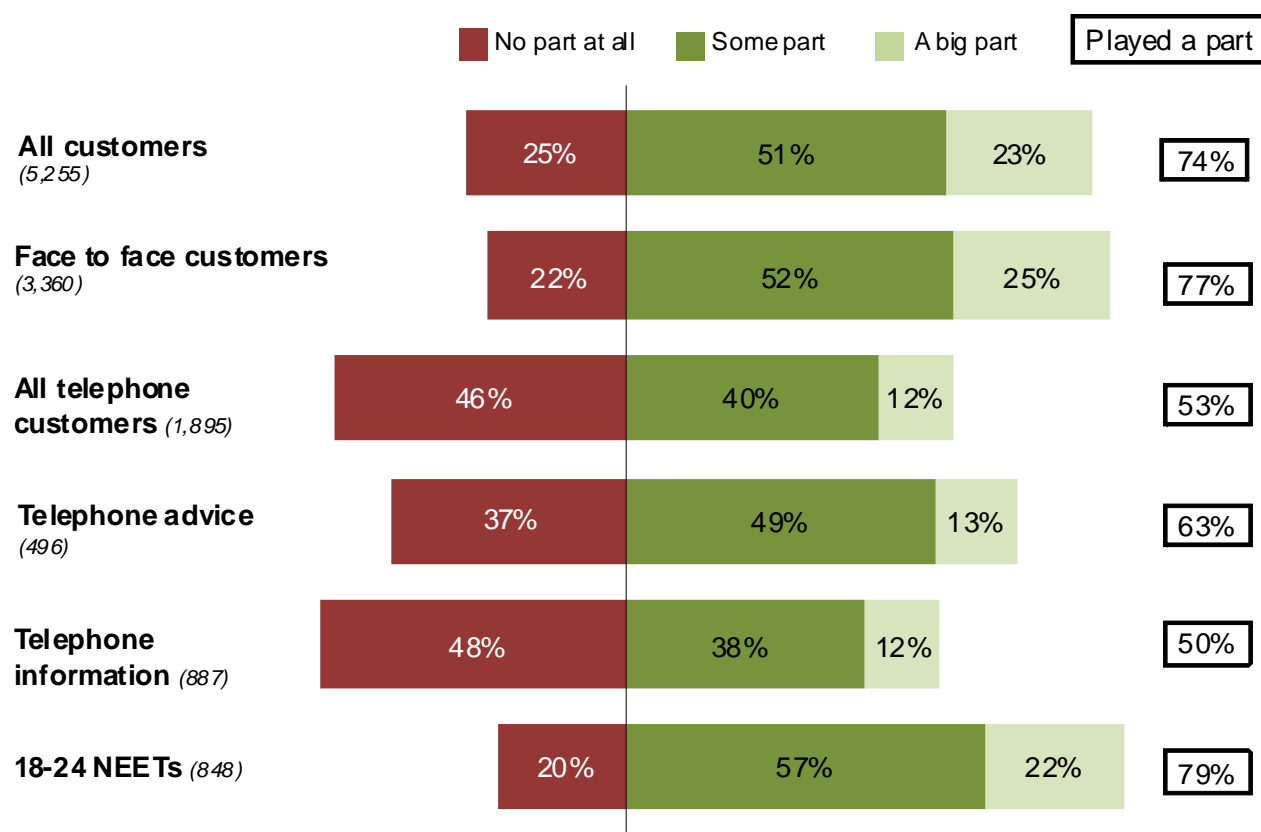
**Figure 8.13: Skills and personal development outcomes (prompted)**

*Base: Progression survey – all customers (face to face 3,993, telephone 2,402)*

Results were generally fairly similar for face-to-face and telephone customers, although telephone customers were slightly more likely to have improved job-related skills (54% vs. 48% face-to-face) and problem solving skills (45% vs. 41% face-to-face) whilst face-to-face customers were much more likely to have improved CV writing or interview skills (64% compared with 40% of telephone customers).

The proportion reporting improved CV writing / interview skills, team working skills and problem solving skills were at least three percentage points higher than in Year 1 (covering the Next Step service). Across face-to-face and telephone customers combined the proportion reporting improved problem solving skills increased from 39% in Year 1 to 42%, for team building skills it increased from 40% to 44%, and for CV writing / interview skills it increased from 55% in Year 1 to 61% in the current survey.

Where customers had developed such skills, three-quarters (74%) believed that the National Careers Service information and advice had played a part in this development. This was considerably more likely to be the case among face-to-face customers (77%), and was much higher among telephone advice than telephone information customers (63% vs. 50%).

**Figure 8.13: Role of National Careers Service adviser in bringing about skills and personal development outcomes**

Base: Progression survey – those who achieved skills / personal development outcomes

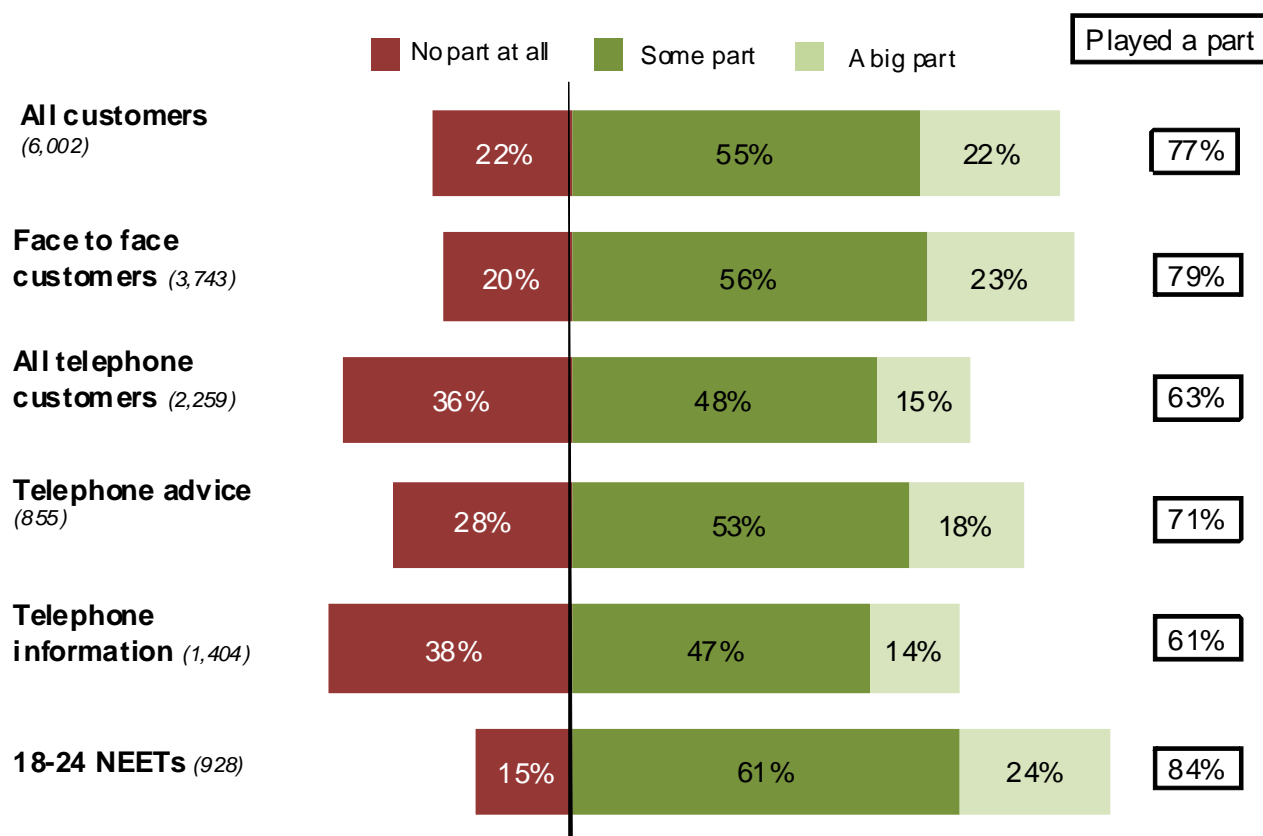
18-24 year old NEETs, who were more likely than other customers to have gained any of these skills over the six month period, were also more likely to feel that the National Careers Service advice played a part in this development (79% compared with 74% overall).

Aside from specific skill areas, customers were also asked whether a range of other personal development areas had improved since the adviser session. This covered their: interest in doing more learning; awareness of learning or training options; motivations to find work or change career, awareness of work and career opportunities; ability to make career or training decisions; knowing what to do next in their life; and their confidence. The vast majority (94%) of customers believed that they had seen an improvement in one or more of these areas over the last six months. In each specific area 70% to 75% of all customers indicated improvements had taken place in the six months since the session (with around two-fifths in each case feeling these had improved a lot). Results on motivations to find work or change careers were particularly positive, with half of customers (49%) saying this had increased a lot.

Among customers that had seen an improvement in one or more of these areas, over three-quarters (77%) said the National Careers Service support helped them achieve this, with 22% feeling the advice played a big part. There was a considerable variation between face-to-face customers (79%), telephone advice customers (71%) and telephone

information customers (61%). As seen with other measures, under 20s (86%) and NEETs (84%) were particularly likely to feel that the advice received had played a part in their development.

**Figure 8.15: Role of National Careers Service adviser in bringing about personal development**



Base: Progression survey – those who achieved skills / personal development outcomes

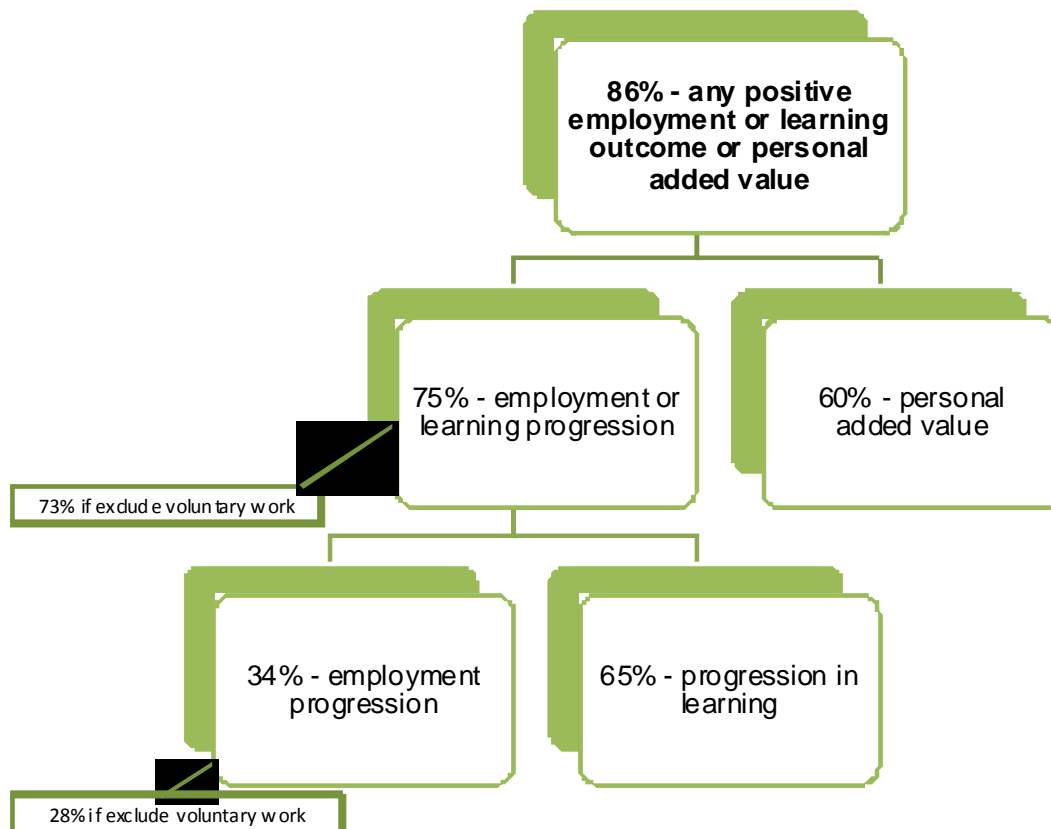
## Progression among website customers

The following section focuses on the progression of those who had visited the National Careers Service website between August and December 2012 and who completed the progression survey 3 months later. However, it is important to be aware that website visitors may have had experience with National Careers Service advisers before or after visiting the website which may have had an impact on their progression. Of those who visited the website between August and December 2012 (and completed the progression survey 3 months later), almost half (46%) had had experience with National Careers Service adviser before or after visiting the website: 38% had had a face-to-face meeting with an adviser and 16% had spoken to an adviser on a helpline (some had done both).

In order to isolate the effects of the website per se, the following section focuses only on those who had *not* had a face-to-face meeting or a telephone call with a National Careers Service adviser either before or after visiting the website – this is a base of 142 respondents, clearly a relatively low base hence caution is needed in interpretation.

Figure 8.16 shows the progression outcomes for these website-only users. Almost nine in ten (86%) website users experienced some form of progression in the three months since their web visit, with three quarters reporting employment or learning progression. Compared with face-to-face and telephone customers, reporting progression six months later rather than three, web-only users report similar levels of learning progression, but lower levels of employment progressions and gains in personal added value.

**Figure 8.16: Progression outcomes among website-only users**



Base: Web progression survey – web users not having contact with an NCS adviser at anytime (142)

## Employment Progression among website users

One third (34%) of those who visited the website between August and December 2012 and had no other contact with National Careers Service had progressed in employment in the subsequent three months. The main types of employment progression were as follows (these categories are not mutually exclusive):

- 21% had progressed into new employment
- 19% had changed career
- 11% had achieved a promotion or experienced a pay increase



- 11% had entered into voluntary work

When voluntary work is taken out of the equation, employment progression among web users drops from 34% to 28%.

Three in ten (30%) of those who had progressed in employment felt that visiting the National Careers Service website had helped them achieve these changes (equivalent to 11% of all website-only respondents).

## Learning Progression among website users

Almost two thirds (65%) of website-only users had progressed in learning in the three months since they visited the National Careers Service website.

Progression in learning encompassed a variety of types of learning or training. While almost half of website-only users had tried to improve their knowledge or to teach themselves a skill without taking part in a formal course (45%), significant minorities had undertaken a course leading to a qualification (23%), a course, instruction or tuition related to their interests, hobbies or personal development (25%), course work that they completed in their own time, other than homework (18%) or some other type of learning or training (34%)<sup>4</sup>.

Approaching three in ten (29%) of those who had done some learning or training attributed the decision to do so, at least in part, to visiting the National Careers Service website (equivalent to 20% of all website-only respondents).

As well as measuring learning progression in the last three months, web users were asked about their future intentions. Almost half of web users (48%) felt that visiting the National Careers Service website had made it more likely that they will do learning in the future. Of those who felt future learning was likely, over two thirds (69%) felt that they would be likely to start this learning in the next 12 months, including 39% who felt this was very likely.

Three in ten (30%) of web-only users had opened a lifelong learning account with the National Careers Service since visiting the website.

## Soft outcomes and personal added value

Web users were asked if they had achieved one or more of a range of 'softer' outcomes since visiting the National Careers Service website (known as 'personal added value'; these could be improving their self-confidence, increasing their ability to make decisions for the future regarding work or learning or achieving a new and higher level qualification).

Three-fifths of web-only users (60%) had added personal value in the three months since visiting the website: half of all customers reported an increase in confidence making decisions regarding their future (46%) or about planning their next career move (38%).

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<sup>4</sup> The total of these categories add to more than 100% as courses can fit into more than one category and website users may have started more than one course or type of learning.

Sizeable minorities reported feeling more confident about applying for jobs (37%) or about applying for courses or training (34%).

Overall 5% of web-only users said they achieved a new qualification in the 3 months following their visit to the website at a higher level than any of their previous qualifications.

When asked how the National Careers Service website helped, there were a large variety of answers given (showing the benefits of a 'toolkit' of resources from which the most relevant can be picked) but, most commonly, people felt the website had helped them draw up / perfect their CV, helped them explore the options available to them and made them consider their skills and feel more confident in their own skills and experience.

*"It helped me to find useful information regarding courses applicable to the type of work I want"*

*"Info regarding type of work roles, qualifications required, salary levels etc. was particularly useful"*

*"Filling in the CV made me realise that I have a lot of experience to offer"*

*Rewriting my CV, identifying key skills, I was provided with information about job market in the UK*

*Applied for head of careers post. It gave an overview of the service which helped me prep answers.*

*Allowed me to assess my skills and view jobs to match these skills*

The website also seemed to act as a general confidence booster: re-motivating people and making them feel a direction had been set for their continued efforts.

*"Reassured me that changing career is something that a lot of people do successfully"*

*"Gave hope that I'm not alone with a problem"*

*"Enabled positive action towards change"*

As well as the confidence and qualification measures which feed into the personal added value KPI, web users were asked about other benefits they may have experienced. Around three-fifths felt more motivated now than when they visited the site 3 months previously to find work or to change their job (64%), more interested in doing learning (63%) or more aware of job and career opportunities (58%). Around half (49%) felt more aware of learning opportunities and one in five (22%) felt that their chances of finding a job had improved. Of the 76% of website users who were in any of these groups (i.e. who were more aware of or interested in progression opportunities than they were three months previously) over half (57%) felt that the visiting the National Careers Service website had helped them in these areas.

# Chapter 9: Results by Prime Contractor

The National Careers Service face-to-face offer is delivered by 11 different Prime Contractors. Some regions will have more than one contractor operating, for example the North West and the South West. For clarity, throughout the chapter we refer to the region rather than the contractor name, except in regions covered by multiple contractors.

## The profile of different Prime Contractors

This chapter looks at Prime Contractor difference by KPI and other relevant results. First we look at the demographic differences in customer profile across each Prime Contractor. Table 9.1 shows differences by age, gender, prior qualification level (specifically the proportion with qualifications below Level 2), ethnicity (specifically the proportion who were White British) and working status (specifically the proportion in work at the time of their contact with an adviser). Results are shown as row percentages.

**Table 9.1: Profile of face-to-face customers by Prime Contractor**

<i>Row percentages</i>	<i>Base:</i>		<i>&lt;24</i>	<i>25-49</i>	<i>50+</i>	<i>Male</i>	<i>&lt;L2</i>	<i>White British</i>	<i>In work</i>
<b><i>All face-to-face</i></b>	<b>5,592</b>	%	<b>28</b>	<b>52</b>	<b>20</b>	<b>57</b>	<b>42</b>	<b>79</b>	<b>15</b>
East Midlands	572	%	28	52	20	56	44	77	15
East of England	424	%	21	56	22	54	46	81	16
London	502	%	26	57	17	45	31	32	11
North East	450	%	29	51	20	62	41	90	21
NW – Economic Solutions	462	%	24	60	16	64	43	75	12
NW – GMCP Merseyside	387	%	36	45	19	60	43	93	13
NW – GMCP Cumbria	393	%	31	50	19	62	42	88	15
South East	524	%	21	53	26	50	44	82	15
South West – CSW	350	%	32	48	21	62	39	90	19
South West – Tribal	507	%	29	51	20	58	39	85	13
West Midlands	472	%	26	53	21	56	46	78	13
Yorkshire & Humberside	549	%	33	48	20	57	41	87	13

The Prime Contractor customer profiles vary quite widely. As in Year 1, the London profile is particularly different to the norm, with a customer base consisting of higher than average proportions of: middle aged (25-49); females (it is the only region where a majority of customers were female); higher qualified customers, non-White British and those not in work at the time of their session.

Differences in the demographic profile should be taken into consideration when comparing results between Prime Contractors especially as the London profile is made up groups that across all contractors are shown to be slightly less satisfied than average (the higher qualified, those aged 25-49 and non-White British customers).

## Satisfaction

Table 9.2 shows how each of the satisfaction KPIs are split by Prime Contractor. Bold results are significantly lower than the average across all Prime Contractors and underlined results are significantly higher.

**Table 9.2 Satisfaction KPIs by Prime Contractor**

	All F2F	EM	E of E	London	NE	NW Econ Sol	NW GMCP Mersey	NW GMCP Cumbria	SE	SW CS W	SW Tribal	WM	Y&H
<i>Unweighted base</i>	5,592 %	572 %	424 %	502 %	450 %	462 %	387 %	393 %	524 %	350 %	507 %	472 %	549 %
<b>% agree the overall quality of the service was good</b>	94	94	93	91	<u>96</u>	94	<u>96</u>	95	93	94	93	94	96
<b>% satisfied overall</b>	85	85	85	78	86	85	87	86	85	86	85	<u>88</u>	85
<b>% have or would recommend Next Step</b>	88	88	88	84	91	86	90	88	89	89	88	90	90

Results are relatively consistent across the different Prime Contractors, although customers in London were significantly less positive about the service on all three measures. This is particularly marked when looking at the proportion agreeing strongly that the service was good (41% in London vs. 49% generally among face-to-face customers) and those very satisfied overall (32% in London vs. 40% generally among all face-to-face customers).

While the London results are significantly lower than the face-to-face average (as in Year 1), they need to be considered in the context of the atypical customer profile as previously discussed. It should also be noted that the proportion satisfied overall in London decreased from 82% in Year 1 to 78% in Year 2 - this does not represent a statistically significant difference, but the increase in the difference between London and the all face-to-face customer average is noteworthy.

Customers based in the North East and serviced by GMCP Merseyside in the North West were the most positive about the quality of the service they received: as many as 96% agreed that the service was good. West Midlands customers were more satisfied overall than average (88% vs. 85%).

## Operational aspects of the meeting

There were some differences between Prime Contractors in how the service is delivered. Differences in the number of meetings, use of the Skills Health Check, recall of Skills Action Plans being developed, and how often Lifelong Learning Accounts were opened during the adviser session are presented in the table below, shown in row percentages. Bold scores are significantly lower than the average across all Prime Contractors and underlined scores are significantly higher.

**Table 9.3: Face-to-face meeting practices by Prime Contractor**

Row percentages	Base	%	Number of meetings			Skills Health Check	Recall Skills Action Plan being developed	Opened Lifelong Account during the meeting
			1	2+	2+ & saw the same adviser			
<b>All face-to-face</b>	<b>5,592</b>	%	<b>67</b>	<b>32</b>	<b>23</b>	<b>34</b>	<b>59</b>	<b>7</b>
East Midlands	572	%	69	28	<b>19</b>	<b>29</b>	57	5
East of England	424	%	70	28	<b>19</b>	34	56	5
London	502	%	<u>72</u>	<b>26</b>	<b>18</b>	33	55	<b>3</b>
North East	450	%	<u>74</u>	<b>26</b>	19	35	59	6
NW – Economic Solutions	462	%	<b>58</b>	<u>40</u>	<u>32</u>	<u>41</u>	<u>64</u>	<u>10</u>
NW – GMCP Merseyside	387	%	<u>73</u>	26	20	34	53	8
NW – GMCP Cumbria	393	%	67	32	23	37	60	7
South East	524	%	<b>56</b>	<u>43</u>	<u>30</u>	32	55	5
South West – CSW	350	%	70	28	22	39	<u>67</u>	9
South West – Tribal	507	%	<u>71</u>	<b>26</b>	<b>19</b>	37	<u>71</u>	<u>11</u>
West Midlands	472	%	<b>57</b>	<u>40</u>	<u>30</u>	38	61	7
Yorkshire & Humberside	549	%	65	34	26	<b>29</b>	<b>49</b>	7

As previously noted, those customers seeing their advisers on more than one occasion were more satisfied overall than those who were dealt with in a single visit. The proportion of customers having single or multi face-to-face sessions varied extensively by Prime Contractor:

- As with Year 1, Prime Contractors more likely than average to have provided only one session were London (72%) North East (74%) North West GMCP Merseyside (73%) and South West Tribal (71%).
- Consistent with Year 1, customers in the West Midlands and those in the North West dealt with by Economic Solutions were much more likely than average to have multiple sessions (both at 40%). This year, customers in the South East were also significantly more likely to have had multiple session (43%, up from 39% in Year 1).

There was also a fair amount of variation in recall of the Skills Health Check and Skills Action Plans being utilised.

- While in Year 1 those significantly more likely to use both were contractors in the South West, West Midlands, Economic Solutions in the North West and GMCP Cumbria in the North West, this year only Economic Solutions in the North West were significantly more likely than average to do so.
- Customers in Yorkshire and Humberside were the least likely to recall Skills Action Plans or the Skills Health Check being utilised and were also among those in Year 1 least likely to use either.

There was wide variation by Prime Contractor in the extent to which customers had opened a Lifelong learning Account, ranging from 3% in London to 10% of NW Economic Solutions and 11% South West Tribal customers.

### Satisfaction with various aspects of the meeting

Table 9.4 looks at satisfaction with elements relating to the adviser meeting and the information and advice that was provided, such as the location, the convenience of the meeting time, the adviser's professionalism and knowledge, and the usefulness of the support provided.

The table shows mean scores rather than percentages, ranging from 0-100 where 0 represents very dissatisfied and 100 represents all respondents being very satisfied. A score of 50 represents all respondents being 'neither satisfied nor dissatisfied' (though of course it would be the mean score if half the sample was very satisfied and half very dissatisfied). Results in bold are significantly lower than the average across all Prime Contractors and underlined results are significantly higher.

As with Year 1, it is clear that London performs a little below the average on the majority of measures. In Year 1 GMCP in Merseyside performed above average on quite a number of measures. However the two Prime Contractor areas performing above average on the most measures this year were the North East and the West Midlands.

**Table 9.4 Satisfaction with the meeting: content, adviser and outcomes by Prime Contractor (Mean Scores 0-100)**

	All F2F	EM	E of E	London	NE	NW Econ Sol	NW GMCP Mersey	NW GMCP Cumbria	SE	SW CSW	SW Tribal	WM	Y&H
Unweighted base	5,592 %	572 %	424 %	502 %	450 %	462 %	387 %	393 %	524 %	350 %	507 %	472 %	549 %
The location and venue	85	85	83	84	86	85	86	84	84	85	85	86	86
The waiting time	85	85	85	82	85	85	86	86	85	86	85	85	86
Convenience of time and date	87	86	88	83	88	87	88	87	87	87	86	88	88
Length of time spoken with adviser	84	83	83	80	84	85	86	83	82	86	85	<u>86</u>	85
Professionalism of adviser	90	89	88	87	<u>92</u>	90	91	91	90	91	90	91	90
Helpfulness of adviser	88	89	87	84	89	88	89	89	88	89	88	89	<u>90</u>
Adviser's level of knowledge	87	87	86	82	<u>89</u>	87	89	89	87	88	87	88	87
Adviser understood needs	86	85	84	79	87	86	88	88	85	87	86	87	87
Info/ advice being clear & easy to understand	88	87	88	85	89	88	89	87	88	88	88	<u>90</u>	89
Usefulness of IAG	83	83	82	78	<u>86</u>	84	84	84	83	84	83	<u>86</u>	84
Got IAG to make informed decision	82	82	81	77	<u>84</u>	81	84	83	83	82	83	<u>84</u>	83

## Progression

As discussed in Chapter 4, nearly all face-to-face customers accessing the service in Year 2 (93%) had seen some positive outcome in the six months following their intervention. Table 9.5 shows a number of different types of progression experienced by customers; employment and learning progression and personal added value.



**Table 9.5 Progression outcomes by Prime Contractor**

	All F2F	EM	E of E	London	NE	NW Econ Sol	NW GMCP Mersey	NW GMCP Cumbria	SE	SW CSW	SW Tribal	WM	Y&H
<b>Unweighted base</b>	<b>3,993</b>	<b>414</b>	<b>329</b>	<b>350</b>	<b>300</b>	<b>328</b>	<b>251</b>	<b>236</b>	<b>415</b>	<b>239</b>	<b>390</b>	<b>356</b>	<b>385</b>
Learning Progression	62	57	60	63	63	60	62	58	64	<u>71</u>	<u>69</u>	58	59
Employment Progression	46	42	47	48	39	47	44	49	48	<u>54</u>	42	44	45
Learning or Employment Progression	76	71	75	78	74	77	78	75	78	<u>87</u>	79	75	74
Personal Added Value	88	86	90	91	87	89	88	85	90	90	87	87	90
Progression in any of these	93	90	95	95	93	93	95	90	94	95	93	92	94

In Year 1 customers in the South East were more likely to have progressed in employment or learning than customers of other Prime Contractors whilst customers in the North East, of Economic Solutions in the North West and those in Yorkshire and Humberside were significantly less likely to have done so. In Year 2, customers of CSW in the South West were the most likely to have progressed in employment or learning (87%), and customers in the East Midlands the least (71%).

Employment progression specifically was significantly lower in the North East (39%).

Consistent with results from Year 1, there were high levels of Personal Added value evident among customers of all regions ranging from 88% to 91%.

The overall proportion of customers experiencing any progression was in line with Year 1 (both at 93%) and ranged from 90%-95% across all contractors. In Year 1 there were no significant differences across the contractors, however the proportion of East Midlands customers experiencing any form of progression (90%) is significantly lower than average in Year 2.

# Chapter 10: Chapter Differences between JCP and non-JCP customers

Exactly half of face-to-face customers said their meeting or meetings took place in a Jobcentre Plus office. This chapter looks at differences between these 'JCP customers' and 'non-JCP customers' in terms of their satisfaction with how they were dealt with, and their progression subsequent to the meeting(s).

## The profile of JCP customers

By way of introduction, Table 10.1 shows demographic differences between JCP and non-JCP customers in terms of age, gender, prior qualification level, ethnicity (specifically the proportion who were White British), working status (specifically the proportion in work at the time of their contact with an adviser), whether English was their first language and whether they have a long term disability.

**Table 10.1: Demographic profile of National Careers Service face-to-face customers**

	<b>All Face-to-face</b>	<b>JCP customers</b>	<b>Non-JCP customers</b>
<b>Base: All</b>	<b>5,592</b>	<b>2,819</b>	<b>2,726</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Gender</b>			
Male	57	59	55
Female	43	41	45
<b>Age</b>			
19 or younger	10	11	9
20-24	18	18	18
25-49	52	51	54
50 or over	20	20	19
<b>Ethnicity</b>			
White British	79	79	79
<b>Employment status</b>			
In work	15	9	21
In learning	3	3	4
Unemployed and looking for work	73	80	66
Other	9	8	10
<b>Highest qualification Level</b>			
Below Level 2	42	43	40
Level 2 plus	52	51	53
English not first language	10	10	10
Long term illness/ health problem/ disability	20	20	19

Unsurprisingly JCP customers were more likely to be unemployed and looking for work at the time of the meeting (80% vs. 66% of non-JCP customers) and less likely to be in work (9% vs. 21%). JCP customers were also more likely to be male (59% vs. 55% of non-JCP customers), and aged 18-24 and Not in Education, Employment or Training (NEET) (25% vs. 20%).

There was little difference between these two groups of customers in terms of qualification status and ethnicity.

The fact that JCP customers were more likely to be younger and unemployed and looking for work should be taken into consideration when comparing results of JCP and non-JCP customers as these two sub-groups (younger and those unemployed and looking for work) are slightly more satisfied than average.

## Satisfaction KPIs

JCP and non-JCP customers were equally satisfied with National Careers Service overall (each 85%). When asked for their views on a number of specific aspects of their meeting with the National Careers Service adviser, the only significant differences that emerged were that JCP customers were:

- More likely to be very satisfied with their adviser's knowledge (62% vs. 59% non-JCP customers)
- Less likely to be very satisfied with the waiting time before appointment (53% vs. 56%).
- Less likely to be satisfied with the convenience of the time and date of the meeting (91% vs. 94%)

Customers who had a meeting in the JCP offices were also less likely to agree *strongly* that the quality of the service was good (48% vs. 51%).

## Progression KPIs

Nearly all face-to-face customers accessing the service in Year 2 (93%) had seen some positive outcome in the six months following their intervention. Table 10.2 shows differences in the types of progression experienced by JCP and non-JCP face-to-face customers.

Whether customers had accessed the service through JCP or not had little impact on whether the customer had experienced employment progression in the 6 months following the meeting. It did however impact the *type* of employment progression: JCP customers were more likely to have progressed into new employment (33% vs. 27% non-JCP customers) but slightly less likely to have had a promotion or pay increase (9% vs. 11%) or to have progressed into voluntary work (16% vs. 18%).

Three-fifths (62%) of face-to-face customers had progressed in learning following the meeting with the adviser. This type of progression was more common among non-JCP customers than JCP customers (64% vs. 60%).

Non-JCP customers were slightly more likely than JCP customers to report personal added value over the 6 months following the meeting (89% vs. 87%), but overall JCP and non-JCP customers were just as likely to have experienced any progression (each 93%).

**Table 10.2 Progression outcomes among face-to-face customers**

	<b>All Face-to-face</b>	<b>JCP customers</b>	<b>Non-JCP customers</b>
<b><i>Unweighted base</i></b>	<b>3,993 %</b>	<b>1,896 %</b>	<b>1,995 %</b>
Learning Progression	62%	59%*	63%
Employment Progression	46%	45%	45%
Learning or Employment Progression	76%	75%	77%
<i>Progression into (new) employment</i>	30%	33%*	27%
<i>Career Change</i>	16%	16%	16%
<i>Promotion or pay progression</i>	10%	9%*	11%
<i>Progression into voluntary work</i>	17%	15%*	18%
Personal Added Value	88%	87%*	89%
Any of these progression	93%	93%	93%

\*= significantly higher or lower than non-JCP customers.'

# Appendices

## A - Face-to-Face and Telephone Service Satisfaction Questionnaire

National Careers Service: Face-to-Face and Telephone Service Satisfaction Survey  
IFF Research

### Screener QUOTAS (from sample)

#### A) TYPE OF INTERVENTION

TELEPHONE	1	CHECK QUOTAS
FACE TO FACE (F2F)	2	

#### B) SERVICE TYPE (telephone only)

TELEPHONE ADVICE	1	CHECK QUOTAS
TELEPHONE INFORMATION	2	

#### C) PRIME CONTRACTOR (face to face only)

East Midlands – Nottingham Futures (formerly Guideline Careers Services)	1	CHECK QUOTAS
East of England – Suffolk County Council	2	
London – Prospects Services Ltd	3	
North East – CfBT	4	
North West [Greater Manchester]– Economic Solutions	5	
North West [Greater Merseyside, Cheshire and Warrington] – GMCP	6	
North West [Cumbria & Lancs] – GMCP	7	
South East – Babcock	8	
South West [Devon, Cornwall, S&W Somerset & Dorset] - Careers South West (CSW)	9	
South West [West of England, Gloucs & Wiltshire]– Tribal	10	
West Midlands – CSWP Ltd	11	
Yorkshire & The Humber – Careers Yorkshire & Humber	12	

## D) EMPLOYMENT STATUS

EMPLOYED	1	CHECK QUOTAS
FULL TIME LEARNING	2	
UNEMPLOYED	3	
NONE OF THE ABOVE	4	
NOT GIVEN	X	

## E) AGE ON SAMPLE

18 - 19	1	CHECK QUOTAS
20 - 24	2	
25 - 49	3	
50+	4	
NOT GIVEN	X	

## F) GENDER

MALE	1	CHECK QUOTAS
FEMALE	2	
NOT GIVEN	X	

## FURTHER DATA WRITTEN TO SAMPLE

NAME AND SURNAME
ETHNICITY
DISABILITY
REGION
CAMPAIGN
SUBCONTRACTOR (face to face)
DATE OF INTERVENTION
MONTH OF INTERVENTION

**FINAL OUTCOME FOR EACH RECORD:**

Full interview	1
Quit during interview	2
Still live at the end of fieldwork / call back	3
Respondent no longer lives at address	4
Refusal	5
Not available in the deadline	6
Out of quota	7
Repeated (8+) No reply / Answer phone	8
Wrong number / not heard of the named respondent	9
Fax Line	10
Number unobtainable	11

**SCREENER****ASK PERSON WHO ANSWERS PHONE**S1 **Good morning / afternoon / evening. Can I speak to <NAME>?**

Named person answers phone	1	CONTINUE
Transferred to named person	2	
Hard appointment	3	MAKE APPOINTMENT
Soft Appointment	4	
Respondent no longer lives at address – CONTACT DETAILS KNOWN	5	TAKE TELEPHONE NUMBER
Respondent no longer lives at address – CONTACT DETAILS UNKNOWN	6	CLOSE
Refusal	7	
Not available in deadline	8	
Fax Line	9	
Repeated (8+) No reply / Answer phone	10	
Wrong number / never heard of person	11	
Dead line	12	
Other (SPECIFY)	13	



ASK ALL CODE 1 OR 2 AT S1

S2 **Good morning / afternoon, my name is <>, calling from IFF Research, an independent market research company. I am calling on behalf of the Skills Funding Agency which operates the National Careers Service [IF TELEPHONE: careers advice helpline] [IF TELEPHONE & CAMPAIGN NOT CAREERS ADVICE LINE: for <CAMPAIGN>] [IF F2F: careers information and advice service]. We are talking to people about their experience and opinions of [IF TELEPHONE: the helpline] [IF F2F: the information and advice service] and whether it is meeting their needs. The questions take around 15 minutes, and will help the Skills Funding Agency improve the service.**

Continue	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Refusal	4	THANK AND CLOSE

## REASSURANCES TO USE IF NECESSARY

- All the information that you provide will be combined with those of other people and reported as anonymised statistics. Your answers will not be reported to National Careers Service or any other organisation in any way that would allow you to be identified.
- We work strictly within the guidelines of the Market Research Society Code of Conduct
- Your name and contact details were supplied to us by the Skills Funding Agency
- If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:
  - IFF Research: Becky Duncan: 0207 250 3035
  - Skills Funding Agency: Chris Jones on 0247 682 3298
  - MRS: Market Research Society on 0500 396999

ASK ALL

S3 IF TELEPHONE (A=1): **According to our records, you spoke to an adviser at the [<CAMPAIGN>] helpline in [<MONTH OF INTERVENTION>]. Do you remember this?**

ADD AS NECESSARY: The helpline offers advice and information on such issues as careers, learning, courses, basic skills and funding.

IF FACE-TO-FACE (A=2): **According to our records, you had a meeting about learning, careers or work with a National Careers Service adviser in [<MONTH OF INTERVENTION>]. Do you remember this?**

INTERVIEWER NOTE: if unsure say: it may have been delivered by <name of sub-contractor>.

NOTE (DP – SHOW FOR ALL SAMPLE): if respondent remembers the intervention but not the exact date then code as 'Yes'

Yes	1	CHECK NEXT STATEMENT
No	2	THANK AND CLOSE
Don't know	X	

- S3a IF YES AT S3 AND <CAMPAIGN> NOT BLANK  
National Careers Service **run the <campaign> helpline. For the rest of the interview I will refer to it as the National Careers Service helpline, and the advisers as National Careers Service advisers.**

### STATUS AND REASON FOR CONTACT

- 1 ASK ALL  
**How did you first hear about the National Careers service? DO NOT READ OUT. CODE ALL THAT APPLY**

Friend or relative	1
Colleague / employer	2
Direct Gov website	3
Jobcentre Plus	4
College / training provider	5
Read about in local / national press	6
TV	7
Radio	8
Internet / Google	9
Other (SPECIFY)	0
Can't remember	X

- 1a) IF TELEPHONE (A=1)  
**When you called in [MONTH] did you want information or advice for ...READ OUT? SINGLE CODE**

<b>Yourself</b>	1	ASK Q2
<b>Someone else</b>	2	
<b>Both you and someone else</b>	3	SAY 'Please answer the questions about your own circumstances and reasons for [IF TELEPHONE: calling]' THEN ASK Q2
(DO NOT READ OUT) Can't remember	X	THANK AND CLOSE

- 2 ASK ALL  
**In the 3 months before your contact in [MONTH], had you done any of the following things...READ OUT?**

	Yes	No	Don't know
<b>a) Had a (IF FACE-TO-FACE (A=2): previous) face-to-face meeting with a National Careers Service adviser</b>	1	2	X
<b>b) Spoken to an adviser at the National Careers Service telephone helpline (IF TELEPHONE (A=1): on a previous occasion)</b>	1	2	X
<b>c) Visited the National Careers Servicewebsite [ADD IF NECESSARY: atwww.nationalcareersservice.direct.gov.uk]</b>	1	2	X

<b>d) Obtained advice about careers, improving your skills or about doing a course of learning from some other organisation (IF YES: ASK 'which organisation or organisations provided this advice?')</b>	1	2	X
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ASK ALL

- 3 IF TELEPHONE (A=1): **At the time you called the helpline in [MONTH] which one of the following best describes [IF CALLING FOR SELF (Q1a NOT 2): your employment status] [IF CALLING FOR SOMEONE ELSE (Q1a=2): the employment status of the person you were calling on behalf of]...READ OUT AND CODE FIRST MENTIONED**

IF F2F (A=2): **At the time you met the National Careers Service adviser in [MONTH] which of the following best describes your employment status... READ OUT AND CODE FIRST MENTIONED**

CODE ONE ONLY.

<b>In full time education or learning (16 or more hours a week)</b>	1	ASK Q3A
<b>In full time paid employment (30 hours a week or more)</b>	2	GO TO Q5
<b>In part time paid employment, working less than 30 hours a week</b>	3	
<b>Self-employed</b>	4	
<b>In part time education or learning at school, college or elsewhere (less than 16 hours a week)</b>	5	CHECK Q3A
<b>Unemployed and looking for work</b>	6	
<b>Unable to work due to ill health or disability</b>	7	
<b>Looking after home or family</b>	8	
<b>Retired</b>	9	
<b>Other (SPECIFY)</b>	0	

IF NOT WORKING (ALL EXCEPT Q3=2, 3 or 4)

- 3a **At the time you [TELEPHONE: called the helpline] [FACE-TO-FACE: met the National Careers Service adviser] were [IF Q1a=not 2: you] [IF Q1a=2: the person who you were calling on behalf of] receiving any benefits, such as Jobseeker's Allowance, ESA or Income Support? IF YES: which? MULTICODE OKAY (EXCEPT FOR CODES 2-6)**

No	1
Jobseeker's Allowance	2
ESA (Employment and Support Allowance) or Incapacity Benefit	3
Income Support	4
Carer's Allowance	5
Child benefit / child tax credit	
Housing / council tax benefit	
Other (SPECIFY)	6
Yes – but don't know which	7
Don't know if receiving benefits	X
Refused	V

- 4 IF NOT WORKING AT THE TIME OF THE CALL (ASK IF Q3 NOT CODE 2 OR 3 OR 4)  
IF TELEPHONE: **Prior to contacting the helpline when did [IF Q1a NOT 2: you] [IF Q1a=2: the person who you were calling on behalf of] last have paid employment? Was it ...READ OUT**

IF FACE-TO-FACE: **Prior to your meeting with the National Careers Service adviser when did you last have paid employment? Was it...READ OUT**

CODE ONE ONLY

<b>Within a month of the contact</b>	1	CHECK Q5
<b>Within 6 months</b>	2	
<b>More than 6 months up to 12 months</b>	3	
<b>More than 12 months up to 2 years</b>	4	
<b>More than 2 years up to 3 years</b>	5	
<b>More than 3 years</b>	6	
<b>Or have you / they never had paid employment</b>	7	
(DO NOT READ OUT) Don't know / can't remember	X	

- 5 IF NOT IN EDUCATION OR TRAINING AT THE TIME OF THE CALL (Q3 NOT 1 OR 5)  
IF TELEPHONE: **Have [IF Q1a NOT 2: you] [IF Q1a=2: the person who you were calling on behalf of] undertaken any learning or training [IF AGED <24 FROM SAMPLE: not including full time education at school] during the three years prior to the call to the helpline?**

IF F2F: **Have you undertaken any learning or training [IF AGED <24 FROM SAMPLE: not including full time education at school] during the three years prior to your meeting with the National Careers Service adviser?**

<b>Yes</b>	1
<b>No</b>	2
DO NOT READ OUT: Don't Know	X

- 6 ASK ALL  
IF TELEPHONE: **Do any of the following describe [IF Q1a NOT 2: your] [IF Q1a=2: the person who you were calling on behalf of's] situation at the time you called the helpline...were [IF Q1a NOT 2: you] [IF Q1a=2: they]...READ OUT**

IF F2F: **Do any of the following describe your situation at the time of the meeting with the National Careers Service adviser. Were you...READ OUT**

	Yes	No	Don't know
ASK IF NOT WORKING (Q3 NOT 2, 3 OR 4) <b>Recently made redundant</b>	1	2	X
ASK IF WORKING (Q3 = 2, 3 or 4) <b>Facing redundancy</b>	1	2	X
IF NOT WORKING EXCEPT IF 'UNEMPLOYED AND LOOKING FOR WORK' (ASK IF Q3 NOT CODE 2 OR 3 OR 4 OR 6) <b>Looking for work</b>	1	2	X
ASK ALL <b>Looking to explore career options</b>	1	2	X

<b>Planning or thinking about doing a course or some learning</b>	1	2	X
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### REASON FOR CONTACT – EXPECTATIONS

Now I would like to ask a few questions about what you thought the National Careers Service would offer and your reasons for [IF TELEPHONE: calling] [IF F2F: having the meeting].

ASK ALL

- 7 IF TELEPHONE: **Which of the following were key reasons for you calling the helpline...?** READ OUT & CODE ALL THAT APPLY.  
IF F2F: **Which of the following were key reasons for your meeting with the National Careers Service adviser....?** READ OUT & CODE ALL THAT APPLY.

- 8 IF MORE THAN ONE MENTIONED AT Q7  
**Which one of these would you say was the main reason?** [SCREEN TO SHOW ANSWERS AT Q7]. PROMPT IF NECESSARY

	Q7	Q8
<b>To obtain information about courses to do with a current job or with a potential job in the future</b>	1	1
<b>To obtain information about leisure courses i.e. courses you just wanted to do for personal interest</b>	2	2
<b>To obtain information about studying for qualifications</b>	3	3
<b>To find out about sources of funding for training and studying</b>	4	4
<b>To get information or advice on how to get a job in a specific career or specific industry of interest</b>	5	5
<b>To get general careers guidance or advice for example to decide on a career or new career</b>	6	6
<b>To obtain information to help find a job</b>	7	7
IF WORKING AT THE TIME OF THE INTERVENTION (Q3=2, 3 or 4) <b>To obtain information to help succeed or progress at work</b>	8	8
IF WORKING AT THE TIME OF THE INTERVENTION (Q3=2, 3 or 4) <b>To understand how to use existing skills in other jobs</b>	9	9
ASK ALL <b>To obtain information about childcare</b>	10	10
<b>To get help in writing or developing a CV</b>	11	11
<b>To develop job interview skills</b>	12	12
IF ON BENEFIT / CREDIT (q3a 2-7) <b>I had to do it to keep receiving benefit</b>	13	13
ASK ALL <b>Were there other key reasons (IF YES SPECIFY)</b>	0	0

- 9 ASK ALL  
**And would you say you mainly wanted . . .** READ OUT AND CODE ONE ONLY.

<b>Specific information for example about a specific course or type of work</b>	1
<b>Or wider-reaching, more general advice, guidance or support</b>	2
DO NOT READ OUT: Don't know / neither	X

## OPERATIONAL QUESTIONS

- 10 ASK IF TELEPHONE {A=1}; (IF F2F {A=2} ASK Q16)  
**Now a few questions about what happened when you contacted the helpline. Was your query handled in one call, or did it involve a number of calls for example where an adviser called you back?**

<b>One call</b>	1	ASK Q12
<b>Number of calls</b>	2	ASK Q11
Don't know	X	ASK Q12

- 11 IF A NUMBER OF CALLS  
**Did you deal with just one adviser or more than one? (IF > 1 PROMPT FOR THE NUMBER)**

<b>One</b>	1	ASK Q12
<b>Two</b>	2	SAY 'Could you please think about the person that you spent the most time talking to when answering the following questions.' THEN ASK Q12
<b>Three</b>	3	
<b>Four or more</b>	4	
Don't know	X	

- 12 IF TELEPHONE {A=1}  
**Did the adviser say they would send you**  
 [IF INFORMATION SERVICE (B=2): **any information by post or e-mail?**]  
 [IF ADVICE SERVICE (B=1): **a document by email outlining the conversation and what to do next?**]

INTERVIEWER INSTRUCTION: IF 'NO' ASK IF INFO WAS SENT ANYWAY

Yes	1	ASK Q13
No – but they sent information anyway	2	CHECK Q14
No – & did not send information	3	ASK Q19
Don't know	X	

- 13 IF YES (Q12=1)  
**Have you received this information?**

Yes	1	ASK Q14
No	2	ASK Q19
Don't know	X	

- 14 IF RECEIVED ANY INFORMATION AND 'INFORMATION CUSTOMER' [(B=2) & (Q12=2 OR 13=1)]  
**How useful was the information that was sent to you following the call. Was it....READ OUT?**

<b>Very useful</b>	1	GO TO Q19
<b>Fairly useful</b>	2	
<b>Not very useful</b>	3	GO TO Q15
<b>Not at all useful</b>	4	
Don't know / not read it yet	X	GO TO Q19

- 15 IF NOT VERY / NOT AT ALL USEFUL (Q14=3 OR 4)  
**Why was the information not useful? DO NOT READ OUT (MULTICODE OK)**

Too general / not specific to my situation	1	NOW CHECK Q19
Too specific	2	
Knew the information already	3	
Info was out of date	4	
Not what they'd said they'd send	5	
Took a long time to arrive / came late	6	
Other (SPECIFY)	0	
Don't know	X	

- 16 ASK IF F2F {A=2} (IF TELEPHONE ASK Q19 IF ADVICE CUSTOMERS {B=1} OR Q23 IF INFORMATION CUSTOMER {B=2})  
**How many meetings in total have you had with the National Careers Service adviser to discuss jobs, careers or courses since your first meeting in [MONTH]?**

No further meetings / just had the one meeting	1	ASK Q16d
Two	2	ASK NEXT QUESTION
Three	3	
More than 3	4	
Don't know	X	ASK Q16d

- 16a IF MORE THAN ONE AT Q16  
**Why did you have more than one meeting? DO NOT READ OUT. MULTICODE OKAY**

There wasn't time to go through all the things I wanted at the first meeting	1
The adviser needed to get more information / couldn't answer all my questions or provide the info I needed	2
They suggested I come back in	3
I was eligible for more than 1 meeting	4
I found the first one useful	5
To review / amend my CV	
Other (SPECIFY)	0
Don't know	X

- 16b IF MORE THAN ONE AT q16  
**Did you see the same adviser each time?**

Yes	1	ASK Q16d
No	2	ASK Q16c
Don't know	X	ASK Q16d

- IF NO AT Q16b  
16c **Would you have preferred to see the same adviser each time, or didn't you mind?**

Would have preferred the same adviser	1
Didn't mind	2
Don't know / not thought about it	X

- ASK ALL F2F {A=2}  
16d **Did [IF Q16=1 or X: the meeting] [IF Q16=2-4: any of the meetings] take place at a Jobcentre Plus office?**

Yes	1
No	2
Don't know	X

- ASK ALL F2F (A=2)  
16e **Now a few questions about what happened in your IF Q16=1 or X: meeting] [IF Q16=2-4: meetings] with the National Careers Service adviser. Did you go through the Skills Health Check diagnostic tool – this is a computer programme that assesses your skills areas, interests, personal working style and motivations.**

Yes	1	ASK Q17
No	2	GO TO Q19
Don't know	X	

- IF WENT THROUGH SHC (Q16e=1)  
17 **How useful was going through the Skills Health Check? Was it...READ OUT. SINGLE CODE**

<b>Very useful</b>	1	GO TO Q19
<b>Fairly useful</b>	2	
<b>Not very useful</b>	3	ASK Q18
<b>Not at all useful</b>	4	
DO NOT READ OUT: Don't know	X	GO TO Q19

- IF SHC NOT USEFUL (Q17=3/4)  
18 **Why don't you think the Skills Health Check was useful?**  
DO NOT READ OUT. PROMPT AS NECESSARY. CODE ALL THAT APPLY.

Problems understanding words or language used	1
Needed help from the adviser	2
Took too long to do	3
Questions weren't relevant	4
Told me things I already knew	5
Other (SPECIFY)	0
Don't know	X



- 19 ASK IF F2F OR IF 'TELEPHONE ADVICE' {A=2 OR B=1}  
**Was an action plan for achieving your goals and targets drawn up?**

Yes	1	ASK Q20
No	2	ASK Q23
Don't know	3	

- 20 ASK IF ACTION PLAN DRAWN UP (Q19=1)  
**How much involvement did you have in drawing up your action plan....READ OUT (SINGLE CODE)**

<b>A great deal of involvement</b>	1
<b>Some involvement</b>	2
<b>Not much</b>	3
<b>None at all</b>	4
DO NOT READ OUT: Don't know	X

- 20a ASK IF ACTION PLAN DRAWN UP (Q19=1)  
**What did the action plan recommend? DO NOT READ OUT BUT PROMPT IF NECESSARY (MULTICDE OKAY)**

Contact <b>National Careers Service</b> Contact Centre / face-to-face service / go to the National Careers Service website	1
Go to Jobcentre Plus / see a Jobcentre adviser	2
Call / contact another organisation [e.g. a college / training provider, doctor / medical professional), Trades Union, Sector Skills council, NHS, bank, financial adviser, etc]	3
Go to another organisation's website	4
Review Job Profiles (job profiles describe what it is like to work in different jobs and occupations, what salaries you can expect, what hours you can expect etc)	5
Develop / improve your CV	6
Develop your job interview skills	7
Enrol on a course	8
Explore course options	9
Explore other occupations	10
Explore voluntary work options	11
Identify the transferable skills you have	12
Open a Lifelong Learning/Next Step Account	13
Other (SPECIFY)	0
Don't know – didn't read it	V
Don't know / can't remember	X

- 21 ASK IF ACTION PLAN DRAWN UP (Q19=1)  
**How useful was the action plan for you ....READ OUT?**

<b>Very useful</b>	1	GO TO Q22a
<b>Fairly useful</b>	2	
<b>Not very useful</b>	3	ASK Q22
<b>Not at all useful</b>	4	
Don't know / not read it yet	X	GO TO Q23

- 22 IF ACTION PLAN NOT USEFUL (Q21=3/4)  
**Why wasn't the action plan useful? DO NOT READ OUT (MULTICODE OK)**

Too general / not related to my situation	1
Too specific	2
Not relevant	3
Knew the information already	4
Info was out of date	5
Not what had been agreed with the adviser	6
Confusing / unclear	7
Lost it	8
I changed my mind about what I wanted to do	9
Other (SPECIFY)	0
Don't know	X

- 22a IF ACTION PLAN USEFUL (Q21=1/2)  
**Why was the action plan useful? DO NOT READ OUT (MULTICODE OK)**

Helped me decide what to do next	1
Reminded me what we had discussed	2
Was specific to my circumstances	3
Clear & easy to read / follow	4
Helped me with my CV	
It increased my options	
Other (SPECIFY)	0
Don't know	X

- 23 ASK ALL  
**Turning now to Lifelong Learning Accounts – formerly known as My Next Step Accounts or Skills Accounts, which one of the following applies...? CODE ONE ONLY**

INTERVIEWER ADD AS NECESSARY: This is an online service that aims to help people make informed choices about learning and work by bringing together the Skills Health Check, a course search facility, a CV builder and a record of a person's learning history.

<b>You opened a Lifelong Learning Account during the [IF F2F: meeting] [IF TELEPHONE: call] with the adviser</b>	1	ASK Q23a
<b>You have opened an account on your own since talking to the adviser</b>	2	
<b>You already had an Account</b>	3	
<b>It was not discussed, or you've never heard of them</b>	4	
<b>It was offered during the [IF F2F: meeting] [IF TELEPHONE: call] but you were not interested</b>	5	
(DO NOT READ OUT) Or something else (SPECIFY)	0	
(DO NOT READ OUT) Don't know	X	

- 23a IF OPENED AN ACCOUNT BEFORE, DURING OR AFTER THE SESSION (IF Q23=1, 2 or 3)  
**And have you activated this Account?**

Yes	1
No	2
Don't know	X

- 24 ASK ALL  
**Now a few questions about your views of the National Careers Service. Overall how satisfied are you with the service provided by National Careers Service: very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied?**

<b>Very satisfied</b>	1	ASK Q24a
<b>Satisfied</b>	2	
<b>Neither satisfied nor dissatisfied</b>	3	ASK Q25
<b>Dissatisfied</b>	4	ASK Q24b
<b>Very dissatisfied</b>	5	
(DO NOT READ OUT) Don't know	X	ASK Q25

24a IF SATISFIED (Q24=1 or 2)  
**Why do you say that - what did you particularly like about the service?**  
 DO NOT READ OUT. CODE ALL THAT APPLY

Advisor was friendly / personable / understanding	1
Advisor was knowledgeable / gave good advice / helped	2
They gave good advice / helped with my CV	3
They gave good advice / helped with courses / training	4
It's a fast service	5
Straightforward / convenient / easy to use	6
No particular reason	7
Other (SPECIFY)	8
Don't know	X

24b IF DISSATISFIED (Q24=4 or 5)  
**What is the main reason you were dissatisfied with the service? PROBE FULLY**


- 25 ASK ALL  
**And how satisfied were you with the following specific aspects of the service. Please use the scale: very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied... <READ OUT>. NB IF SAW MORE THAN ONE ADVISER F2F (Q16b=2) SUBSTITUTE 'ADVISERS' FOR 'ADVISER' BELOW?**

START WITH A-E THEN ROTATE F-M	Very satisfied					Very dissatisfied	DO NOT READ OUT: Don't know
	1	2	3	4	5		
IF TELEPHONE (A=1) a) <b>The time it took for someone to answer your call</b>	1	2	3	4	5		X
IF TELEPHONE & SPOKE TO >1 ADVISER Q11=2-4 b) <b>The time it took to get through to the person who helped you</b>	1	2	3	4	5		X
IF F2F (A=2) c) <b>The location and venue where you received your advice</b>	1	2	3	4	5		X
IF F2F (A=2) d) <b>The waiting time before your appointment</b>	1	2	3	4	5		X
IF F2F (A=2) e) <b>The convenience of the time and date of your meeting</b>	1	2	3	4	5		X
ASK ALL f) <b>The length of time the adviser spoke with you</b>	1	2	3	4	5		X
g) <b>The professionalism of the adviser</b>	1	2	3	4	5		X
h) <b>The helpfulness of the adviser</b>	1	2	3	4	5		X
i) <b>The adviser's level of knowledge</b>	1	2	3	4	5		X
j) <b>That the adviser understood your needs</b>	1	2	3	4	5		X
k) <b>The information and advice provided being clear and easy to understand</b>	1	2	3	4	5		X
l) <b>The usefulness of the information, advice and guidance</b>	1	2	3	4	5		X
m) <b>That you got the information, advice or guidance to make an informed choice about what to do next</b>	1	2	3	4	5		X

- ASK Q25a and Q25b FOR UP TO 2 STATEMENTS FROM Q25 WHERE DISSATISFIED (A CODE 4 OR 5). IF MORE THAN 2 WHERE A CODE 4 OR 5 PICK TWO AT RANDOM  
 Q25a **You say that you were dissatisfied regarding <FIRST STATEMENT SELECTED FROM Q25>. Why was that?**


Q25b **And you say that you were dissatisfied regarding <SECOND STATEMENT SELECTED FROM Q25>. Why was that?**


26 ASK ALL  
**To what extent do you agree that the overall quality of the service was good? Do you ...READ OUT**

<b>Agree strongly</b>	1	GO TO NEXT ASK ALL
<b>Agree</b>	2	
<b>Disagree</b>	3	ASK NEXT QUESTION
<b>Disagree strongly</b>	4	
DO NOT READ OUT: Don't know	X	GO TO Q27

26a IF DISAGREE (Q26=3/4)  
**Why do you not think the overall quality of the service was good? WRITE IN. PROBE: Any other reason?**


No particular reason X

- ASK ALL
- 27 IF TELEPHONE: **Have the following increased a lot, a little or not at all as a result of your contact with the helpline?** READ OUT.  
IF F2F: **Have the following increased a lot, a little or not at all as a result of your contact with the National Careers Service adviser?** READ OUT.

Rotate start	A lot	A little	Not at all	DO NOT READ OUT: Don't know
<b>Your awareness of possible work or career opportunities</b>	1	2	3	X
<b>Your awareness of possible training or learning opportunities</b>	1	2	3	X
<b>Your knowledge about how to actually pursue job, training or learning opportunities</b>	1	2	3	X
<b>Your motivation to find work or to change career</b>	1	2	3	X
<b>Your motivation to do a course or take up training or learning opportunities</b>	1	2	3	X
<b>Your confidence</b>	1	2	3	X
<b>Your job application, CV writing or interview skills</b>	1	2	3	X
<b>Your ability to make decisions about [IF Q1a NOT 2: your] [IF Q1a=2: the person you were calling on behalf of's] future in terms of careers, training or learning</b>	1	2	3	X

- 28 IF TELEPHONE: **Since the contact with the helpline has the adviser been in touch with you for further discussions or to follow up on the original conversation?**  
IF F2F: **Since your last meeting with the National Careers Service adviser, have they been in touch with you for further discussion or to follow up on the original conversation?**

IF YES PROBE FOR TYPE OF CONTACT. CODE ALL THAT APPLY (CODES 2-6 MULTICODE)

NO	1
Yes – by telephone	2
Yes – by letter	3
Yes – by email	4
Yes – face to face meeting	5
Other (SPECIFY)	6
Don't know	X

29 IF TELEPHONE: **And since the contact with the helpline in [MONTH] [IF Q1a NOT 2: have you] [IF Q1a=2: has the person on whose behalf you were calling] done any of the following things...? READ OUT.**

IF F2F: **Since your meeting with the National Careers Service adviser in [MONTH], have you done any of the following things...? READ OUT.**

	Yes	No	Don't know
IF TELEPHONE & SENT ANY INFORMATION (Q12=2 OR 13=1) a) <b>Acted upon any of the information agreed that were sent through by the adviser</b>	1	2	X
IF F2F & ACTION PLAN DRAWN UP (A=2 & Q19=1) b) <b>Acted upon any of the actions agreed in your action plan</b>	1	2	X
ASK THOSE NOT ASKED Q29A OR B c) <b>Acted upon any of the actions agreed with the adviser</b>	1	2	X
ASK ALL d) <b>one on to the National Careers Service website</b>	1	2	X
e) <b>Started a new learning or training course</b>	1	2	X
IF NOT STARTED A NEW COURSE (Q29E=2 OR X) f) <b>Decided to start a new course or training</b>	1	2	X
ASK ALL g) <b>tarted a new job</b>	1	2	X

30 IF STARTED OR DECIDED TO START A NEW COURSE (Q29E=1 OR Q29F=1)  
**What role would you say the information and advice from National Careers Service played in [IF Q1a NOT 2: your] [IF Q1a=2: their] decision to start a new course and in the choice of course. Did it play...READ OUT**

<b>A big part</b>	1
<b>Some part</b>	2
<b>Or no part at all</b>	3
(DO NOT READ OUT) Don't know	X

30a IF STARTED A NEW JOB (Q29g=1)  
**What role would you say the information and advice from National Careers Service played in helping [IF Q1a=not 2: you] [IF Q1a=2: them] get the job. Did it play..READ OUT**

<b>A big part</b>	1
<b>Some part</b>	2
<b>Or no part at all</b>	3
(DO NOT READ OUT) Don't know	X

31 ASK ALL  
**Have you recommended National Careers Service to anyone since [MONTH]?**

Yes	1	GO TO Q33
No	2	ASK Q32
Don't know	X	GO TO Q33



- 32 IF NOT RECOMMENDED (Q31=2)  
**Would you recommend National Careers Service to a friend, relative or colleague?**

Yes	1
No	2
Don't know	X

- 33 ASK ALL  
**How, if at all, do you think the National Careers Service service could be improved?**

WRITE IN
Don't know.....X
Can't think of anything / fine as is.....V

- 34 ASK ALL  
**Which of the following best describes [IF Q1a=not 2: your] [IF Q1a=2: the person you were calling on behalf of's] current employment status...are [IF Q1a not 2: you] [IF Q1a=2 they]...READ OUT AND SINGLE CODE.**

<b>In full time education or learning (16 or more hours a week)</b>	1
<b>In full time paid employment (30 hours a week or more)</b>	2
<b>In part time paid employment, working less than 30 hours a week</b>	3
<b>Self-employed</b>	4
<b>In part time education or learning (less than 16 hours a week)</b>	5
<b>Unemployed and looking for work</b>	6
<b>Unable to work due to ill health or disability</b>	7
<b>Looking after home or family</b>	8
<b>Retired</b>	9
<b>Other (SPECIFY)</b>	0

- 34a IF WORKING FULL TIME OR PART TIME (Q34=2 or 3)  
**Is the job....READ OUT AND SINGLE CODE**

<b>On a permanent or open-ended contract</b>	1
<b>On a fixed term contract lasting 12 months or longer</b>	2
<b>On a fixed term contract lasting less than 12 months</b>	3
<b>On a temporary or casual basis</b>	4
Other (write in)	0
(DO NOT READ OUT) Don't know	X

IF UNEMPLOYED AND LOOKING FOR WORK AT Q34 (Q34=6)

34b **Do you feel the support from National Careers Service has made it much more likely you will find work, a little more likely, or has it not had an impact?**

Much more likely	1
A little more likely	2
No impact	3
Don't know / too early to say	X

IF NOT WORKING (Q34 NOT 2, 3 OR 4)

Q34c **Are [IF Q1a NOT 2: you] [IF Q1a=2: the person who you were calling on behalf of] receiving any benefits, such as Jobseeker's Allowance, ESA or Income Support? IF YES: which? MULTICODE OK FOR CODES 2-6.**

No	1
Jobseeker's Allowance	2
ESA (or Incapacity Benefit)	3
Income Support	4
Carer's Allowance	5
Child benefit / child tax credit	
Housing / council tax benefit	
Other (SPECIFY)	6
Yes – but don't know which	7
Don't know if receiving benefits	X
Refused	V

ASK ALL

35 **The next question asks about your attitudes to learning and to work. For each statement please say if you strongly agree, tend to agree, neither agree nor disagree, tend to disagree, or strongly disagree. READ OUT.**

	Strongly agree	Tend to agree	Neither nor	Tend to disagree	Strongly disagree	Don't know
<b>There are so many courses on offer it's hard to know which ones are relevant</b>	1	2	3	4	5	X
<b>It's hard to get information about the courses which are available locally</b>	1	2	3	4	5	X
ASK IF NOT LEARNING CURRENTLY (ALL EXCEPT Q34=1 or 5) <b>I've done all the studying I want to do</b>	1	2	3	4	5	X
ASK ALL <b>I'd only be interested in more learning if it would help me get a job or progress at work</b>	1	2	3	4	5	X
<b>It's hard to get information or advice about jobs or careers that I'd be suited for</b>	1	2	3	4	5	X
<b>I'll struggle to get the job or career I want unless I update my skills and qualifications</b>	1	2	3	4	5	X
ASK IF LOOKING FOR WORK (Q34 =6) <b>I know the sort of work I'd like to do, it's just that there are no or few such jobs available locally</b>	1	2	3	4	5	X

## DEMOGRAPHICS

Finally, I would just like to ask a few questions about [IF Q1a NOT 2: you] [IF Q1a=2: the person on whose behalf you were calling] to ensure that we have a good cross section of people in our survey.

- 36 ASK ALL  
[IF Q1a NOT 2: Do you] [IF Q1a=2: Did the person who you were calling on behalf of] have any qualifications from school, college, university, work, government schemes or anywhere else?

Yes	1	ASK Q37
No	2	GO TO Q39
Don't know / Refused	3	

- 37 IF YES  
Qualifications are often classified by their level. Which of the following is the highest level of qualification IF Q1a NOT 2: you hold] [IF Q1a=2: held by the person who you were calling on behalf of]? READ OUT. SINGLE CODE FIRST MENTIONED.

<b>A degree such as a Foundation degree, a Master's (e.g. MA, MSc), Bachelor degrees; or Diplomas of Higher Education (DipHE); Higher National Certificates (HNC); Higher National Diplomas (HND); NVQs at Level 5</b>	1
<b>LEVEL 4 which includes Certificate of Higher Education (CertHE); NVQs at Level 4</b>	2
<b>LEVEL 3 which includes A levels; Access to HE; International Baccalaureate; NVQs at Level 3; BTEC Diplomas, Certificates and Awards; BTEC Nationals; OCR Nationals at Level 3</b>	3
<b>LEVEL 2 which includes 5 GCSEs Grades A*-C; NVQ at Level 2, BTEC First Diplomas and Certificates; OCR Nationals at Level 2</b>	4
<b>LEVEL 1 – GCSE Grades D-G; NVQs at Level 1, BTEC Introductory Diplomas or Certificates; OCR Nationals at Level 1</b>	5
<b>ENTRY LEVEL– Entry level certificates, e.g. City &amp; Guilds certificates; Skills for Life; English for Speakers of Other Languages (ESOL)</b>	6
<b>Other professional, technical or management qualification: PLEASE SPECIFY</b>	7
<b>Other: PLEASE SPECIFY</b>	0
<b>No qualifications held</b>	V
<b>(DO NOT READ OUT) Don't know</b>	X

- 38 IF Q36=1  
Which qualification that [IF Q1a NOT 2: you] [IF Q1a= the person who you were calling on behalf of] hold do you regard as the highest?

PROBE FULLY: What type of qualification was this? What level? What grade?  
INTERVIEWER INSTRUCTION: If NVQS/GNVQs probe what level? If GCSEs/A Levels/AS Levels or equivalent probe how many? What grade?

WRITE IN
----------

ASK AGE IF NOT STATED ON SAMPLE

- 39 **Which of the following age groups [IF Q1a NOT 2: do you] [IF Q1a=2: does the person who you were calling on behalf of] fall into...READ OUT**  
[IF NECESSARY: At the time that they called]

Under 18	1
18-19	2
20-24	3
25-34	4
35-44	5
45-49	6
50-54	7
55-59	8
60-64	9
65+	10
Refused	X

- 40 ASK ALL  
IF Q1a NOT 2: **Do you** [IF Q1a=2: **Does the person who you were calling on behalf of**] have **any long-term illness, health problem or disability which limits the daily activities or the work**  
IF Q1a NOT 2: **you** [IF Q1a=2: **they**] can do?

Yes	1
No	2
Refused	3

- 41 ASK ALL  
**Is English your first language?**

Yes	1
No	2
Refused	3

- 42 ASK IF ETHNICITY NOT ON SAMPLE  
**And how would you describe [IF Q1a NOT 2: your] [IF Q1a=2: the person who you were calling on behalf of's] ethnic origin...? READ OUT. SINGLE CODE.**

White British	1
White Irish	2
White – Other	3
Asian or Asian British – Bangladeshi	4
Asian or Asian British – Indian	5
Asian or Asian British – Pakistani	6
Asian or Asian British – Other	7
Black or Black British – African	8
Black or Black British – Caribbean	9
Black or Black British – Other	10
Chinese	11
Mixed – White and African	12
Mixed – White and Black African	13
Mixed – White and Black Caribbean	14
Mixed – other	15
Other (SPECIFY)	16
Prefer not to say	17

- 43 ASK ALL  
**We are calling people back in around 6 months time to see how things may have progressed. Are you okay for us contact you about this?**

Yes	1
No	2

- 44 **Code gender**

Male	1
Female	2
Don't know	X

---

**THANK RESPONDENT AND CLOSE INTERVIEW**

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.	
Interviewer signature:	Date:

Finish time:	Interview Length	Mins
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## B - Face-to-Face and Telephone Service Progression Questionnaire

### National Careers Service: Face-to-Face and Telephone Service Progression Survey IFF Research

#### Screener QUOTAS (from sample)

#### G) TYPE OF INTERVENTION

TELEPHONE	1	CHECK QUOTAS
FACE TO FACE	2	

#### H) SERVICE TYPE (telephone only)

TELEPHONE ADVICE	1	CHECK QUOTAS
TELEPHONE INFORMATION	2	

#### I) PRIME CONTRACTOR (face to face only)

East Midlands – Nottingham Futures (formerly Guideline Careers Services)	1	CHECK QUOTAS
East of England – Suffolk County Council	2	
London – Prospects Services Ltd	3	
North East – CfBT	4	
North West [Greater Manchester]– Economic Solutions	5	
North West [Greater Merseyside, Cheshire and Warrington] – GMCP	6	
North West [Cumbria & Lancs] – GMCP	7	
South East – Babcock	8	
South West [Devon, Cornwall, S&W Somerset & Dorset] - Careers South West (CSW)	9	
South West [West of England, Gloucs & Wiltshire]– Tribal	10	
West Midlands – CSWP Ltd	11	
Yorkshire & The Humber – Careers Yorkshire & Humber	12	

#### J) EMPLOYMENT STATUS AT THE TIME OF THE CALL TO THE HELPLINE

EMPLOYED	1	CHECK QUOTAS
FULL TIME LEARNING	2	
UNEMPLOYED	3	
NONE OF THE ABOVE	4	
NOT GIVEN	X	

## K) AGE ON SAMPLE (OR COPIED THROUGH FROM SATISFACTION SURVEY Q39)

18 - 19	1	CHECK QUOTAS
20 – 24	2	
25 – 49	3	
50+	4	
NOT GIVEN	X	

## L) GENDER (OR COPIED FROM Q44 FROM SATISFACTION SURVEY)

MALE	1	CHECK QUOTAS
FEMALE	2	
NOT GIVEN	X	

## M) LONGITUDINAL (i.e. already interviewed for Satisfaction survey)

Yes	1	CHECK QUOTAS
No	2	

## FURTHER DATA WRITTEN TO SAMPLE:

NAME AND SURNAME
ETHNICITY (FROM SAMPLE OR FROM SATISFACTION SURVEY Q42)
DISABILITY
REGION
CAMPAIGN
LONGITUDINAL ID NUMBER
LONGITUDINAL: EMPLOYMENT STATUS AT TIME OF INTERVENTION (q3)
LONGITUDINAL: CALLING FOR SELF OR ON BEHALF OF SOMEONE ELSE (SOMEONE ELSE IF Q1a=2)
LONGITUDINAL: WHETHER SKILLS ACCOUNT OPENED (yes if Q23=1-3)
LONGITUDINAL: WHETHER SKILLS ACCOUNT ACTIVATED (yes if Q23a=1)
LONGITUDINAL: ACTED ON SUGGESTION OF ADVISER (YES IF SATISFACTION SURVEY Q29 a or b or c =1)
LONGITUDINAL: VISITED WEBSITE AFTER CONTACT (YES IF SATISFACTION SURVEY Q29 d=1)
LONGITUDINAL: EMPLOYMENT STATUS AT TIME OF SATISFACTION SURVEY (q34)
SUBCONTRACTOR (face-to-face-only)
DATE OF INTERVENTION
MONTH OF INTERVENTION

**FINAL OUTCOME FOR EACH RECORD:**

Full interview	1
Quit during interview	2
Still live at the end of fieldwork / call back	3
Respondent no longer lives at address	4
Refusal	5
Not available in the deadline	6
Out of quota	7
Repeated (8+) No reply / Answer phone	8
Wrong number / never heard of named person	9
Fax Line	10
Number unobtainable	11

**SCREENER**

ASK PERSON WHO ANSWERS PHONE

**S1 Good morning / afternoon / evening. Can I speak to <NAME>?**

Named person answers phone	1	CONTINUE
Transferred to respondent	2	
Hard appointment	3	MAKE APPOINTMENT
Soft Appointment	4	
Respondent no longer lives at address – CONTACT DETAILS KNOWN	5	TAKE TELEPHONE NUMBER
Respondent no longer lives at address – CONTACT DETAILS UNKNOWN	6	CLOSE
Refusal	7	
Not available in deadline	8	
Fax Line	9	
Repeated (8+) No reply / Answer phone	10	
Wrong number / never heard of person	11	
Dead line	12	
Other (SPECIFY)	13	



- S2** WHEN SPEAKING TO NAMED PERSON (ASK ALL CODE 1 OR 2 AT S1)  
**Good morning / afternoon, my name is <>, calling from IFF Research, an independent market research company. I am calling on behalf of the Skills Funding Agency which operates the National Careers Service [IF TELEPHONE: helpline] [IF TELEPHONE & CAMPAIGN NOT CAREERS ADVICE LINE: for <CAMPAIGN>] [IF F2F: careers information and advice service]. We are talking to people about their experience and opinions of [IF TELEPHONE: the helpline] [IF F2F: the information and advice service] and whether it is meeting their needs. The questions take around 15 minutes, and will help the Skills Funding Agency improve the service.**

ADD IF LONGITUDINAL SAMPLE: **You may remember that we spoke to you a few months ago. We would like to ask you some different questions this time.**

Continue	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Refusal	4	THANK AND CLOSE

**REASSURANCES TO USE IF NECESSARY**

- **All the information that you provide will be combined with those of other people and reported as anonymised statistics. Your answers will not be reported to National Careers Service or any other organisation in any way that would allow you to be identified.**
- **We work strictly within the guidelines of the Market Research Society Code of Conduct**
- **Your name and contact details were supplied to us by the Skills Funding Agency**
- **If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:**
  - IFF Research: Becky Duncan: 0207 250 3035
  - Skills Funding Agency: Chris Jones 02476 823298
  - MRS: Market Research Society on 0500 396999

**IF LONGITUDINAL- SKIP TO Q10**

- S3** ASK ALL NON-LONGITUDINAL (G=2)  
**IF TELEPHONE: According to our records, you spoke to a National Careers Service adviser at the [CAMPAIGN] helpline on [MONTH OF INTERVENTION]. Do you remember this?**

ADD AS NECESSARY: The helpline offers advice and information on such issues as careers, learning, courses, basic skills and funding.

IF F2F: **According to our records, you had a meeting about learning, careers or work with a National Careers Service adviser on [MONTH OF INTERVENTION]. Do you remember this?**

INTERVIEWER NOTE: if unsure say: it may have been delivered by [name of sub-contractor].

NOTE (DP – SHOW FOR ALL SAMPLE): if remembers the intervention but not the exact date then code as 'Yes'

Yes	1	CHECK S3a
No	2	THANK AND CLOSE
Don't know	X	

- S3a IF 'NOT LONGITUDINAL' AND '<CAMPAIGN> NOT BLANK'  
**National Careers Service run the <campaign> helpline. For the rest of the interview I will refer to it as the National Careers Service helpline, and the advisers as National Careers Service advisers.**

### STATUS

- 45 ASK ALL EXCEPT LONGITUDINAL RECORDS (LONGITUDINAL (G=1) RECORDS GO TO Q10)  
**How did you first hear about the National Careers Service service? DO NOT READ OUT. CODE ALL THAT APPLY**

Friend or relative	1
Colleague / employer	2
Direct Gov website	3
Jobcentre Plus	4
College / training provider	5
Read about in local / national press	6
TV	7
Radio	8
Other (SPECIFY)	0
Can't remember	X

- 1a) IF TELEPHONE (A=1)  
**When you called in [MONTH] did you want information or advice for ...READ OUT? SINGLE CODE**

<b>Yourself</b>	1	ASK Q2
<b>Someone else</b>	2	
<b>Both you and someone else</b>	3	SAY 'Please answer the questions about your own circumstances and reasons for [IF TELEPHONE: calling] [IF F2F: having the meeting]' THEN ASK Q2
(DO NOT READ OUT) Can't remember	X	THANK AND CLOSE

DP NOTE: IF LONGITUDINAL SET Q1a FROM SATISFACTION SURVEY Q1a.

- 46 ASK ALL F2F EXCEPT LONGITUDINAL (ASK IF G=2 & A=2)  
**Can I check did the meeting or any of the meetings with the National Careers Service adviser take place at a Jobcentre plus office?**

Yes	1
No	2
Don't know	X

- 47 ASK ALL NON-LONGITUDINAL (G=2) [IF LONGITUDINAL (G=1) SKIP TO Q10]  
IF TELEPHONE (A=1): **At the time you called the helpline in [MONTH] which one of the following best describes [IF CALLING FOR SELF (Q1a NOT 2): your employment status] [IF CALLING FOR SOMEONE ELSE (Q1a=2): the employment status of the person you were calling on behalf of]...READ OUT**

IF F2F (A=2): **At the time you met the National Careers Service adviser in [MONTH] which of the following best describes your employment status...READ OUT**

CODE ONE ONLY.

<b>In full time education or learning (16 or more hours a week)</b>	1	ASK Q3a
<b>In full time paid employment (30 hours a week or more)</b>	2	GO TO Q5
<b>In part time paid employment, working less than 30 hours a week</b>	3	
<b>Self-employed</b>	4	
<b>In part time education or learning at school, college or elsewhere (less than 16 hours a week)</b>	5	ASK Q3a
<b>Unemployed and looking for work</b>	6	
<b>Unable to work due to ill health or disability</b>	7	
<b>Looking after home or family</b>	8	
<b>Retired</b>	9	
<b>Other (SPECIFY)</b>	0	

DP NOTE: IF LONGITUDINAL SET Q3 FROM SATISFACTION Q3.

- 3a ASK IF 'NOT LONGITUDINAL' & 'NOT WORKING WHEN CALLED' (ASK IF G=2 & Q3 NOT =2, 3 or 4)  
**At the time you [TELEPHONE: called the helpline] [FACE-TO-FACE: met the National Careers Service adviser] were [IF Q1a=not 2: you] [IF Q1a=2: the person who you were calling on behalf of] receiving any benefits, such as Jobseeker's Allowance, ESA or Income Support? IF YES: which? (CODES 2-6 CAN BE MULTICODED)**

No	1
Jobseeker's Allowance	2
ESA (Incapacity Benefit)	3
Income Support	4
Carer's Allowance	5
Other (SPECIFY)	6
Yes – but don't know which	7
Don't know if receiving benefits	X
Refused	V

- 48 ASK IF NOT-LONGITUDINAL AND NOT WORKING AT THE TIME (ASK IF G=2 & Q3 NOT CODE 2 OR 3 OR 4)  
 IF TELEPHONE: **Prior to contacting the helpline in [MONTH] when did [IF Q1a NOT 2: you] [IF Q1a=2: the person who you were calling on behalf of] last have paid employment? Was it ...?**  
 READ OUT

IF F2F: **Prior to your meeting with the National Careers Service adviser in [MONTH] when did you last have paid employment? Was it...?** READ OUT

CODE ONE ONLY

<b>Within a month of the contact</b>	1	CHECK Q5
<b>Within 6 months</b>	2	
<b>More than 6 months up to 12 months</b>	3	
<b>More than 12 months up to 2 years</b>	4	
<b>More than 2 years up to 3 years</b>	5	
<b>More than 3 years</b>	6	
<b>Or have you / they never had paid employment</b>	7	
(DO NOT READ OUT) Don't know / can't remember	X	

- 49 IF NOT IN EDUCATION OR TRAINING AT THE TIME OF CALL AND NOT LONGITUDINAL (ASK IF G=2 & (Q3 NOT 1 OR 5))  
 IF TELEPHONE: **[IF Q1a NOT 2: Had you] [IF Q1a=2: had the person who you were calling on behalf of] undertaken any learning or training [IF AGED <24 FROM SAMPLE: not including full time education at school] during the three years prior to the call to the helpline?**

IF F2F: **Had you undertaken any learning or training [IF AGED <24 FROM SAMPLE: not including full time education at school] during the three years prior to your meeting with the National Careers Service adviser?**

<b>Yes</b>	1
<b>No</b>	2
DO NOT READ OUT: Don't Know	X

- 50 ASK ALL EXCEPT LONGITUDINAL (ASK IF G=2)  
IF TELEPHONE: **Do any of the following describe** [IF Q1a NOT 2: **your**] [IF Q1a=2: **the person who you were calling on behalf of's**] **situation at the time you called the helpline...were** [IF Q1a NOT 2: **you**] [IF Q1a=2: **they**]...READ OUT

IF F2F: **Do any of the following describe your situation at the time of the meeting with the National Careers Service adviser. Were you...**READ OUT

	Yes	No	Don't know
ASK IF NOT WORKING (Q3 NOT 2, 3 OR 4) <b>Recently made redundant</b>	1	2	x
ASK IF WORKING (Q3 = 2, 3 or 4) <b>Facing redundancy</b>	1	2	X
IF NOT WORKING EXCEPT IF 'UNEMPLOYED AND LOOKING FOR WORK' (ASK IF Q3 NOT CODE 2 OR 3 OR 4 OR 6) <b>Looking for work</b>	1	2	x
ASK ALL NON-LONGITUDINAL <b>Looking to explore career options</b>	1	2	x
<b>Planning or thinking about doing a course or some learning</b>	1	2	X

#### REASON FOR CALL – EXPECTATIONS

- 51 ASK ALL EXCEPT LONGITUDINAL (ASK IF G=2)  
**Now I would like to ask a few questions about what you thought the National Careers Service service would offer and your reasons for** [IF TELEPHONE: **calling**] [IF F2F: **having the meeting**]. **Which of the following were key reasons for you** [IF TELEPHONE: **calling the helpline...?**] [IF F2F: **meeting with the National Careers Service adviser**]....? READ OUT & CODE ALL THAT APPLY.

- 52 IF MORE THAN ONE MENTIONED AT Q7  
**Which one of these would you say was the main reason?** [SCREEN TO SHOW ANSWERS AT Q7]. PROMPT IF NECESSARY

	Q7	Q8
<b>To obtain information about courses to do with a current job or with a potential job in the future</b>	1	1
<b>To obtain information about leisure courses i.e. courses you just wanted to do for personal interest</b>	2	2
<b>To obtain information about studying for qualifications</b>	3	3
<b>To find out about sources of funding for training and studying</b>	4	4
<b>To get information or advice on how to get a job in a specific career or specific industry of interest</b>	5	5
<b>To get general careers guidance or advice for example to decide on a career or new career</b>	6	6
<b>To obtain information to help find a job</b>	7	7
IF WORKING AT THE TIME OF THE INTERVENTION (Q3=2, 3 or 4) <b>To obtain information to help succeed or progress at work</b>	8	8
IF WORKING AT THE TIME OF THE INTERVENTION (Q3=2, 3 or 4) <b>To understand how to use existing skills in other jobs</b>	9	9
ASK ALL <b>To obtain information about childcare</b>	10	10
<b>To get help in writing or developing a CV</b>	11	11
<b>To develop job interview skills</b>	12	12
IF ON BENEFIT / CREDIT (q3a 2-7) <b>I had to do it to keep receiving benefit</b>	13	13
ASK ALL <b>Were there other key reasons (IF YES SPECIFY)</b>	0	0

- 53 ASK ALL EXCEPT LONGITUDINAL  
**And would you say you mainly wanted . . .** READ OUT AND CODE ONE ONLY.

<b>Specific information for example about a specific course or type of work</b>	1
<b>Or wider-reaching, more general advice, guidance or support</b>	2
DO NOT READ OUT: Don't know / neither	X

- 54 IF LONGITUDINAL (G=1)  
**Thinking about the overall service provided by National Careers Service would you say you are very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied?**

<b>Very satisfied</b>	1
<b>Satisfied</b>	2
<b>Neither satisfied nor dissatisfied</b>	3
<b>Dissatisfied</b>	4
<b>Very dissatisfied</b>	5
(DO NOT READ OUT) Don't know	X

- 55 ASK ALL  
Overall how useful do you feel the service provided by National Careers Service was for you: very useful, quite useful, not very useful or not at all useful?

Very useful	1
Fairly useful	2
Not very useful	3
Not at all useful	4
DO NOT READ OUT: Don't know	X

- 56 ASK ALL  
How, if at all, could the service have been more useful for you?

Nothing / fine as was	V
Don't know	X

### ACTIONS SINCE CONTACT

- 57 ASK ALL  
IF TELEPHONE: And since the contact with the National Careers Service adviser in [MONTH] [IF Q1a NOT 2: have you] [IF Q1a=2: as far as you know has the person on whose behalf you were calling] done any of the following things...? READ OUT.  
IF F2F: Since your meeting with the National Careers Service adviser in [MONTH], have you done any of the following things...? READ OUT.

	Yes	No	Don't know
ASK ALL EXCEPT IF LONGITUDINAL AND ACTED ON SUGGESTION OF ADVISER (G=1 & SATISFACTION SURVEY Q29 a or b or c =1) <b>a) Acted upon any of the suggestions made by the adviser (IF YES: what suggestions were these?)</b>	1	2	X
ASK ALL EXCEPT IF LONGITUDINAL AND ACTED ON SUGGESTION OF ADVISER (G=1 & SATISFACTION SURVEY Q29 d=1) <b>b) Visited the National Careers Service website</b>	1	2	X
ASK ALL <b>c) Contacted the National Careers Service face-to-face service</b>	1	2	X
<b>d) Contacted the National Careers Service Careers Advice Helpline</b>	1	2	X
<b>e) Contacted any other organisations in relation to [IF TELEPHONE: what you called about] [IF FACE-TO-FACE: what was discussed at the meeting] IF YES SPECIFY WHICH ORGANISATIONS</b>	1	2	X

IF NOT-LONGITUDINAL (G=2) [LONGITUDINAL CHECK Q15]

58 **Turning now to Lifelong Learning Accounts – formally known as My National Careers Service Accounts or Skills Accounts, which of the following applies...READ OUT AND CODE ONE ONLY**

INTERVIEWER ADD AS NECESSARY: This is an online service that aims to help people make informed choices about learning and work by bringing together the Skills Health Check, a course search facility, a CV builder and a record of a person's learning history.

<b>You opened a Lifelong Learning Account during the [IF F2F: meeting] [IF TELEPHONE: call] with the adviser</b>	1	ASK Q14a
<b>You have opened an account on your own since talking to the adviser</b>	2	
<b>You already had an Account when you called</b>	3	
<b>It was not discussed, or you've never heard of them</b>	4	ASK Q16
<b>It was offered during the [IF F2F: meeting] [IF TELEPHONE: call] but you were not interested</b>	5	
(DO NOT READ OUT) Or something else (SPECIFY)	0	
(DO NOT READ OUT) Don't know	X	

14a IF HAVE AN ACCOUNT (Q14=1, 2 or 3)  
**And have you activated this Account?**

Yes	1
No	2
Don't know	X

59 IF 'LONGITUDINAL AND NOT OPENED A **National Careers Service** ACCOUNT WHEN LAST SPOKE TO THEM' (G=1 & ON SATISFACTION SURVEY Q23 NOT 1, 2 OR 3)  
**Have you opened a Lifelong Learning Account since we last spoke to you?**

Yes	1	ASK Q15a
No	2	ASK Q16
Don't know	3	

15a IF YES AT Q15 OR WHEN WE LAST SPOKE TO THEM THEIR ACCOUNT HAD NOT BEEN ACTIVATED (Q15=1 OR SATISFACTION SURVEY Q23a=2)  
**[IF Q15=1: Have you activated this account?] [Q23a=2: When we last spoke you mentioned that you had a Lifelong Learning Account (formerly a My National Careers Service Account) but that you had not activated the account. Have you activated the account since we last spoke?]**

Yes	1
No	2
Don't know	3



## PROGRESSION INTO LEARNING

**Now I would like to ask a few questions about any training and learning [IF Q1a=not 2: you have] [IF TELEPHONE & Q1a=2: the person on whose behalf you were calling has] done since [IF TELEPHONE: the call to the helpline] [IF F2F: your meeting with the National Careers Service adviser] in [MONTH]. Please think about any learning [IF Q1=not 2: you] [IF Q1A=2: they] have done and whether it was for [IF Q1a=not 2: your] [IF Q1a=2: their] own personal interest, or in relation to current or future work plans, and whether it led to qualification or not, or whether or not [IF Q1a=not 2: you] [IF Q1a=2: they] completed it.**

ASK ALL

60 **Since [IF TELEPHONE: the call to the helpline] [IF F2F: your meeting with the National Careers Service adviser] in [MONTH] have [IF Q1a=not 2: you] [IF Q1a=2: they] any of the following types of training or learning – please note one single training course or learning activity can fall into more than one category.**

READ OUT.

	Yes	No	Don't know
a) <b>A course aimed to lead to a qualification</b>	1	2	3
b) <b>A course related to a previous job or current job</b>	1	2	3
c) <b>A course related to a job you may do in the future</b>	1	2	3
d) <b>A course, instruction or tuition related to your personal interests or hobbies or personal development, including music, arts or crafts, sports or other practical skills</b>	1	2	3
e) <b>Course work or a portfolio that you complete in your own time (NOT homework)</b>	1	2	3
f) <b>Evening classes</b>	1	2	3
g) <b>Deliberately tried to improve your knowledge about anything or teach yourself a skill without taking part in a formal, taught course</b>	1	2	3
h) <b>Undertaken any other types learning or training, such as any on-the-job training at work (please specify)</b>	1	2	3

IF UNDERTAKEN MORE THAN ONE TYPE OF LEARNING (IF MORE THAN ONE Q16 A-h=1)  
61 **Were these all part of the same course, learning or training?**

<b>Yes – same</b>	1
<b>No – more than one</b>	2
DO NOT READ OUT: Don't know	3

- 62 IF DONE ANY TRAINING (ANY YES AT Q16)  
**How important were the following reasons for choosing to do this learning or training – very, fairly, not very or not at all important? READ OUT**

	Very important	Fairly important	Not very important	Not at all important	Don't know
To help progress in a job or career	1	2	3	4	x
To help CHANGE career	1	2	3	4	x
To help get a job or change job	1	2	3	4	x
To develop new, or improve existing, job-related skills	1	2	3	4	x
To obtain a qualification	1	2	3	4	X
IF STATEMENT ABOVE = 1 OR 2 To raise your qualification level	1	2	3	4	x

- 63 IF DONE ANY TRAINING (ANY YES AT Q16)  
**What role did the discussion with the National Careers Service adviser have in [IF Q1a=not 2: you] [IF Q1a=2: their] deciding to do this learning and training? Did it play...READ OUT**

A big part	1	ASK Q19a
Some part	2	
Or did it play no part	3	ASK Q20
(DO NOT READ OUT) Don't know	X	

- 19a IF ADVISER PLAYED A BIG OR SOME PART (Q19=1 or 2)  
**Can you tell me what impact, or what difference, the adviser made in terms of the learning that you started? DO NOT READ OUT. MULTICODE OK**

May not have done the learning at all if had not had discussions with the adviser	1
They encouraged me to do a higher level course	2
Other (SPECIFY)	3
(DO NOT READ OUT) Don't know	X

- 64 IF DONE ANY TRAINING (ANY YES AT Q16)  
**Are [IF Q1a=not 2: you] [IF Q1a=2: they] ....? READ OUT AND CODE ALL THAT APPLY**

Still doing [IF Q17=2: some or all of] the learning and training	1	CHECK Q22
Or have [IF Q1a=not 2: you] [IF Q1a=2: they] completed [IF Q17=2: some or all of] the training or learning	2	
Or did [IF Q1a=not 2: you] [IF Q1a=2: they] leave [IF Q17=2: some or all of] the learning or training before completing it	3	ASK Q21
(DO NOT READ OUT) Don't know	X	CHECK Q22

- 65 ALL WHO STOPPED ANY LEARNING WITHOUT COMPLETING (Q20=3)  
**Why didn't** [IF Q1a=not 2: **you**] [IF Q1a=2: **they**] **complete** [IF Q17=2: **some or all of**] **the learning or training?** DO NOT READ OUT. CODE ALL MENTIONED.

Course too hard / advanced	1
Involved too much work	2
Work commitments made it difficult	3
Course too easy	4
Course content wasn't what I thought it was going to be	5
Costs / couldn't afford it / expensive	6
Problems getting to the provider / travel difficulties	7
Family / personal circumstances	8
Illness	9
Didn't like / get on with the tutors / teachers	10
Didn't like / get on with the other learners / students	11
Lack of support	12
Other (please specify)	13
No particular reason	14
Can't remember	15

- 66 IF DONE ANY TRAINING (ANY YES AT Q16)  
**How satisfied** [IF Q21=1: **are you**] [OTHERS: **have you been**] **with the learning: very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied?**

Very satisfied	1
Satisfied	2
Neither satisfied nor dissatisfied	3
Dissatisfied	4
Very dissatisfied	5
Don't know / not applicable	X

- 67 IF UNDERTAKEN A COURSE LEADING TO A QUALIFICATION (Q16a=1)  
**What type of qualification has the training or learning [IF Q1a=not 2: you] [IF Q1a=2: they] have undertaken since [IF TELEPHONE: the call to the helpline] [IF F2F: your meeting with the National Careers Service adviser] in [MONTH] been leading to?**  
 PROMPT IF NECESSARY  
 CODE ALL THAT APPLY.

Post-graduate degree or doctorate, MBA, NVQ level 5 or equivalent	1
A degree, HNC, HND, NVQ level 4 or equivalent	2
A levels, vocational A levels or AS levels	3
NVQ level 3	4
Advanced GNVQ	5
BTEC National	6
Advanced City and Guilds	7
GCSE	8
Intermediate GNVQ	9
NVQ level 2	10
Intermediate City and Guilds	11
BTEC First	12
Foundation GNVQ	13
BTEC general certificate	14
Part 1 City and Guilds	15
NVQ level 1	16
Other 1 (SPECIFY)	17
Other 2 (SPECIFY)	18
(DO NOT READ OUT) Can't remember	X

- 68 IF DONE ANY TRAINING (ANY YES AT Q16)  
**And have [IF Q1a not 2: you] [IF Q1a=2: they] obtained a qualification from the learning or training that [IF Q1a NOT 2: you] [IF Q1a=2: they] have been doing since [IF TELEPHONE: the call to the helpline] [IF F2F: your meeting with the National Careers Service adviser], have [IF Q1a NOT 2: you] [IF Q1a=2: they] obtained credits towards a qualification or neither? ALLOW MULTICODE**

<b>Obtained a qualification</b>	1
<b>Credits towards a qualification</b>	2
<b>Neither</b>	3
(DO NOT READ OUT) Don't know	X

- 69 IF MULTIPLE QUALIFICATIONS UNDERTAKEN AND (AT LEAST ONE) QUALIFICATION ACHIEVED (Q23=MULTICODED & Q24=1)  
**Which of the qualifications you mentioned have [IF Q1a=not 2: you] [IF Q1a=2: they] obtained?**  
 PROMPT AS NECESSARY (allow multicode)

SHOW ANSWERS FROM Q23a	1
(DO NOT READ OUT) Don't know	X

- 70 IF OBTAINED QUALIFICATION OR CREDITS (Q24=1 OR 2)  
**Are any of the qualifications that [IF Q1a NOT 2: you] [IF Q1a=2: they] have obtained since [MONTH] higher than the highest qualification [IF Q1a NOT 2: you] [IF Q1a=2: they] had before [IF TELEPHONE: the call to the helpline] [IF F2F: your meeting with the National Careers Service adviser]?**

Yes	1
No	2
(DO NOT READ OUT) Don't know	X

- 71 IF HAVE NOT UNDERTAKEN ANY LEARNING (NONE OF Q16=1). OTHERS GO TO Q30.  
**What are the main reasons why [IF Q1a NOT 2: you] [IF Q1a=2: they] haven't undertaken any training or learning since [IF TELEPHONE: the call to the helpline] [IF F2F: your meeting with the National Careers Service adviser] in [MONTH]?**  
 DO NOT READ OUT. CODE ALL THAT APPLY.

Haven't got the time / too busy e.g. work commitments	1
Have all the skills / qualifications I want	2
No additional learning / training needed / not interested	3
Too lazy / it's too much work	4
Can't afford course(s) / no finance available	5
Ill health	6
Can't find a suitable course	7
Other (SPECIFY)	0
DO NOT READ OUT: Don't know	X

- 72 IF HAVE NOT UNDERTAKEN ANY LEARNING (NONE OF Q16=1).  
**Is there anything more that the adviser could have done that might have encouraged [IF Q1a NOT 2: you] [IF Q1a=2: them] to start a training course or some other learning?**

<b>Yes</b>	1	ASK Q29
<b>No</b>	2	GO TO Q30
(DO NOT READ OUT) Don't know	X	

- 73 IF ADVISER COULD HAVE ENCOURAGED TO START LEARNING (Q28=1)  
**What more do you think the adviser could have done?**  
 PROBE: What else? DO NOT READ OUT. CODE ALL THAT APPLY.

Provided more information (SPECIFY)	1
Followed-up or called back	2
Given more options	3
Been more encouraging	4
Other (SPECIFY)	0
DO NOT READ OUT: Don't know	X

- 74 ASK ALL  
Do you think that the information or advice from the National Careers Service adviser has made it much more likely that you will undertake learning in the future, a little more likely, or has it had no impact?  
SINGLE CODE

Much more likely	1
A little more likely	2
No impact	3
Don't know	X

- 75 And how likely do you think you will be to start a new training course or learning activity over the next 12 months...READ OUT?  
SINGLE CODE

Very likely	1
Fairly likely	2
Not very likely	3
Not at all likely	4
Don't know	X

#### PROGRESSION IN EMPLOYMENT – HARD OUTCOMES

- 76 ASK ALL  
Thinking now about jobs and employment, since [IF TELEPHONE: the call to the helpline] [IF F2F: your meeting with the National Careers Service adviser] in [<MONTH>] have [IF Q1a NOT 2: you] [IF Q1a=2: they]...READ OUT.

	Yes	No	Don't know
a) Found a new job	1	2	X
IF YES AT Q32 a) b) Changed career	1	2	X
ASK ALL c) Achieved a promotion or improved salary	1	2	X
d) Taken up any voluntary work	1	2	X

- Q32a IF EMPLOYMENT STATUS CHANGED (ANY Q32A-D=1)  
To what extent did the information, advice or support from the National Careers Service adviser, and any action taken directly as a result of the discussions, help [IF Q1a NOT 2: you] [IF Q1a=2: them] achieve these work-related benefits? Did it...READ OUT.

Play a big part	1	ASK Q32b
Play some part	2	
Or did they play no part at all	3	CHECK Q33
(DO NOT READ OUT) Don't know	X	

32b IF ADVISER PLAYED A BIG OR SOME PART (Q32a=1 or 2)  
**Can you tell me what impact, or what difference, you think the adviser made?**


77 IF EMPLOYMENT STATUS CHANGED IN ANY PAID ROLES (ANY Q32 A-C=1)  
**We'd like to get some idea of the extent to which [IF Q1a NOT 2: you] [IF Q1a=2: they] may have benefited financially from the fact that [IF Q1a NOT 2: you] [IF Q1A=2: they] <INSERT ANSWERS FROM Q32 A-D>. Can you tell me which of the following bands best reflects the amount you feel [IF Q1a NOT 2: you] [IF Q1a=2: they] have benefited on an ANNUAL basis? READ OUT. SINGLE CODE.**

INTERVIEWER NOTE EG if they have a new job the answer would be the annual pay / salary. If they have got a promotion, the answer is the increase in pay on an annual basis]

<b>No financial benefit to date</b>	1
<b>Up to £500 a year</b>	2
<b>£501 - £1,000 a year</b>	3
<b>£1,001 - £2,000 a year</b>	4
<b>£2,001 - £3,000 a year</b>	5
<b>£3,001 - £5,000 a year</b>	6
<b>£5,001 - £10,000 a year</b>	7
<b>£10,001 - £20,000 a year</b>	8
<b>£20,001 - £30,000 a year</b>	9
<b>More than £30,000 a year</b>	10
Prefer not to say	11
Other (SPECIFY)	0
(DO NOT READ OUT) Don't know	X

33a IF HAVE NOT UNDERTAKEN ANY EMPLOYMENT PROGRESSION (NONE OF Q32=1).  
**Is there anything more that the adviser could have done that might have helped you get a job or progress at work?**

<b>Yes</b>	1	ASK Q33B
<b>No</b>	2	GO TO Q34
(DO NOT READ OUT) Don't know	X	

- 33b IF ADVISER COULD HAVE DONE MORE (Q33a=1)  
**What more do you think the adviser could have done?**  
 PROBE: What else? DO NOT READ OUT. CODE ALL THAT APPLY.

Provided more information (SPECIFY)	1
Followed-up or called back	2
Given more options	3
Been more encouraging	4
Other (SPECIFY)	0
DO NOT READ OUT: Don't know	X

- 78 ASK ALL  
**Which of the following best describes [IF Q1a not 2: your] [IF Q1a=2: their] current employment or learning status...READ OUT. SINGLE CODE.**

<b>In full time education or learning (16 hours or more per week)</b>	1
<b>In full time paid employment (30 hours a week or more)</b>	2
<b>In part time paid employment, working less than 30 hours a week</b>	3
<b>Self-employed</b>	4
<b>In part time education or learning (less than 16 hours per week)</b>	5
<b>Unemployed and looking for work</b>	6
<b>Unable to work due to ill health or disability</b>	7
<b>Looking after home or family</b>	8
<b>Retired</b>	9
<b>Other (SPECIFY)</b>	0
(DO NOT READ OUT) Don't know	X

- Q34a IF NOT WORKING (Q34 NOT 2, 3 OR 4)  
**Are [IF Q1a NOT 2: you] [IF Q1a=2: the person who you were calling on behalf of] receiving any benefits, such as Jobseeker's Allowance, ESA or Income Support? IF YES: which? (CODES 2-6 CAN BE MULTICODED)**

No	1
Jobseeker's Allowance	2
ESA (Incapacity Benefit)	3
Income Support	4
Carer's Allowance	5
Other (SPECIFY)	6
Yes – but don't know which	7
Don't know if receiving benefits	X
Refused	V



- 79 IF WORKING AS EMPLOYEE BOTH NOW AND AT TIME OF INTERVENTION (Q34=2 or 3 AND (Q3 = 2 OR 3 or longitudinal and satisfaction survey Q3 = 2 or 3))  
**And are [IF Q1a not 2: you] [IF Q1a=2: they] currently ....? READ OUT AND CODE ONE ONLY**

<b>Working in the same job for the same organisation as at the time of [IF TELEPHONE: the call to the helpline] [IF F2F: your meeting with the National Careers Service adviser]</b>	1
<b>Working for the same organisation but doing a different job</b>	2
<b>Doing the same type of work as at the time of [IF TELEPHONE: the call to the helpline] [IF F2F: your meeting with the National Careers Service adviser] but with a new employer</b>	3
<b>Working in a new organisation and doing a different job</b>	4
<b>(DO NOT READ OUT) Don't know</b>	X

- 80 IF CURRENTLY WORKING (Q34=2 or 3 or 4)  
**Have any of the following things happened at work since [MONTH]... READ OUT**

	Yes	No	Don't know
<b>A) Are [IF Q1a not 2: you] [IF Q1a=2: they] doing more interesting work</b>	1	2	3
<b>B) Are [IF Q1a not 2: you] [IF Q1a=2: they] getting more job satisfaction</b>	1	2	3
<b>C) Do [IF Q1a not 2: you] [IF Q1a=2: they] have better job security</b>	1	2	3
<b>D) Have [IF Q1a not 2: your] [IF Q1a=2: their] pay and promotion prospects improved</b>	1	2	3

- 81 IF EXPERIENCED ANY BENEFITS AT WORK (Q36A-D=1)  
**To what extent did the information, advice or support from the National Careers Service adviser, and any action taken directly as a result of the discussions, help [IF Q1a NOT 2: you] [IF Q1a=2: them] achieve [IF ONLY ONE YES AT THE PREVIOUS QUESTION: this] [IF MORE THAN ONE YES AT THE PREVIOUS QUESTION: these] positive change(s) at work? Did it...READ OUT.**

<b>Play a big part</b>	1
<b>Play some part</b>	2
<b>Or did they play no part at all</b>	3
<b>(DO NOT READ OUT) Don't know</b>	X

- 82 IF WORKING AND WAS NOT AT TIME OF INTERVENTION (Q34=2 or 3 or 4) AND (Q3 NOT CODE 2 OR 3 or 4 on this or satisfaction survey for longitudinal respondents)  
**You mentioned that [IF Q1a NOT 2: you] [IF Q1a=2: they] are working now but that [IF Q1a NOT 2: you] [IF Q1a=2: they] were not at the time of the call to the helpline. To what extent do you feel that the information, advice or support from the National Careers Service adviser, and any action taken directly as a result of the discussions, helped you get this current job? Did it...READ OUT.**

<b>Play a big part</b>	1
<b>Play some part</b>	2
<b>Or did they play no part at all</b>	3
<b>(DO NOT READ OUT) Don't know</b>	X

**SOFT OUTCOMES – LEARNING AND EMPLOYMENT**

- ASK ALL
- 83 IF TELEPHONE: **And since the contact with the helpline in [MONTH] [IF Q1a NOT 2: have you] [IF Q1a=2: has the person on whose behalf you were calling] improved any of the following skills...? READ OUT.**
- IF F2F: **Since your meeting with the National Careers Service adviser in [MONTH], have you improved any of the following skills...? READ OUT.**

**(Please say if the skill is not relevant to your circumstances)**

DP NOTE: ROTATE ORDER

	Yes	No	Don't know or Not applicable
a) Job-related skills relevant to a current or future job	1	2	X
b) Personal or social skills	1	2	X
c) Problem solving skills	1	2	X
d) Team working skills	1	2	X
e) Self confidence	1	2	X
f) Literacy skills	1	2	X
g) Numeracy skills	1	2	X
h) IT skills	1	2	X
i) Job application, CV writing or interview skills	1	2	X
j) Any other skills (please specify)	1	2	X

- IF ANY SKILLS IMPROVED (ANY YES AT THE PREVIOUS QUESTION)
- 84 **To what extent did the information, advice or support from the National Careers Service adviser, and any action taken directly as a result of the discussions, play a part in [IF Q1a NOT 2: you] [IF Q1a=2: them] improving these skills? Did it...READ OUT.**

Play a big part	1
Play some part	2
Or did they play no part at all	3
(DO NOT READ OUT) Don't know	X

- ASK ALL
- 85 **Compared to 6 months ago do you feel the following have increased a lot, a little, or not at all...READ OUT?**  
ROTATE ORDER

Rotate start	A lot	A little	Not at all	DO NOT READ OUT: Don't know
[IF Q1a NOT 2: <b>Your</b> ] [IF Q1a=2: <b>Their</b> ] <b>awareness of possible work or career opportunities</b>	1	2	3	X
[IF Q1A NOT 2: <b>Your</b> ] [IF Q1A=2: <b>Their</b> ] <b>awareness of possible training or learning opportunities</b>	1	2	3	X
[IF Q1A NOT 2: <b>Your</b> ] [IF Q1A=2: <b>Their</b> ] <b>ability to make decisions about [IF Q1A NOT 2: your] [IF Q1A=2: their] future in terms of careers, training or learning</b>	1	2	3	X
[IF Q1A NOT 2: <b>Your</b> ] [IF Q1A=2: <b>Their</b> ] <b>motivation to find work or to change career</b>	1	2	3	X
[IF Q1A NOT 2: <b>Your</b> ] [IF Q1A=2: <b>Their</b> ] <b>interest in doing more learning</b>	1	2	3	X
[IF Q1A NOT 2: <b>Your</b> ] [IF Q1A=2: <b>Their</b> ] <b>confidence</b>	1	2	3	X
<b>Knowing what [IF Q1A NOT 2: you] [IF Q1A=2: they] want to do in life</b>	1	2	3	X
ASK IF NOT CURRENTLY WORKING (Q31 NOT 2 OR 3 OR 4) <b>Improved [IF Q1A NOT 2: your] [IF Q1A=2: their] chances of finding a job</b>	1	2	3	

- IF ANY 'A LOT' OR 'A LITTLE' AT THE PREVIOUS QUESTION
- 86 **To what extent did the information, advice or support from the National Careers Service adviser, and any action taken directly as a result of the discussions, help [IF Q1A NOT 2: you] [IF Q1A=2: them] in these areas? Did it...READ OUT.**

<b>Play a big part</b>	1
<b>Play some part</b>	2
<b>Or did they play no part at all</b>	3
(DO NOT READ OUT) Don't know	X

- 87 ASK ALL LONGITUDINAL (G=1)  
**The next question asks about your attitudes to learning and to work. For each statement please say if you strongly agree, tend to agree, neither agree nor disagree, tend to disagree, or strongly disagree. READ OUT.**

	Strongly agree	Tend to agree	Neither nor	Tend to disagree	Strongly disagree	Don't know
<b>There are so many courses on offer it's hard to know which ones are relevant</b>	1	2	3	4	5	X
<b>It's hard to get information about the courses which are available locally</b>	1	2	3	4	5	X
ASK IF NOT LEARNING CURRENTLY (ALL EXCEPT Q34=1 or 5) <b>I've done all the studying I want to do</b>	1	2	3	4	5	X
ASK ALL <b>I'd only be interested in more learning if it would help me get a job or progress at work</b>	1	2	3	4	5	X
<b>It's hard to get information or advice about jobs or careers that I'd be suited for</b>	1	2	3	4	5	X
<b>I'll struggle to get the job or career I want unless I update my skills and qualifications</b>	1	2	3	4	5	X
ASK IF LOOKING FOR WORK (Q34 =6) <b>I know the sort of work I'd like to do, it's just that there are no or few such jobs available locally</b>	1	2	3	4	5	X

## DEMOGRAPHICS

ASK ALL EXCEPT LONGITUDINAL RECORDS (LONGITUDINAL (G=1) ASK Q50)  
**Finally, I would just like to ask a few questions about [IF Q1A NOT 2: you] [IF Q1A=2: the person on whose behalf you were calling] to ensure that we have a good cross section of people in our survey.**

- 43a ASK ALL EXCEPT LONGITUDINAL  
**[IF Q1A NOT 2: Do you] [IF Q1A=2: Do they] have any qualifications from school, college, university, work, government schemes or anywhere else?**

Yes	1	ASK Q44
No	2	GO TO Q46
Refused	3	

- 88 IF YES  
**Qualifications are often classified by their level. Which of the following is the highest level of qualification IF Q1A NOT 2: you hold] [IF Q1A=2: held by the person who you were calling on behalf of]?**  
 READ OUT. SINGLE CODE FIRST MENTIONED.

<b>A degree such as a Foundation degree, a Master's (e.g. MA, MSc), Bachelor degrees; or Diplomas of Higher Education (DipHE); Higher National Certificates (HNC); Higher National Diplomas (HND); NVQs at Level 5</b>	1
<b>LEVEL 4 which includes Certificate of Higher Education (CertHE); NVQs at Level 4</b>	2
<b>LEVEL 3 which includes A levels; Access to HE; International Baccalaureate; NVQs at Level 3; BTEC Diplomas, Certificates and Awards; BTEC Nationals; OCR Nationals at Level 3</b>	3
<b>LEVEL 2 which includes 5 GCSEs Grades A*-C; NVQ at Level 2, BTEC First Diplomas and Certificates; OCR Nationals at Level 2</b>	4
<b>LEVEL 1 – GCSE Grades D-G; NVQs at Level 1, BTEC Introductory Diplomas or Certificates; OCR Nationals at Level 1</b>	5
<b>ENTRY LEVEL– Entry level certificates, e.g. City &amp; Guilds certificates; Skills for Life; English for Speakers of Other Languages (ESOL)</b>	6
<b>Other professional, technical or management qualification: PLEASE SPECIFY</b>	7
<b>Other: PLEASE SPECIFY</b>	0
<b>(DO NOT READ OUT) Don't know</b>	X

- 89 IF Q43a=1  
**Which qualification that [IF Q1A NOT 2: you] [IF Q1A=2: they] hold do you regard as the highest?**

PROBE FULLY: What **type of qualification** was this? What **level?** What **grade?**  
 INTERVIEWER INSTRUCTION: If **NVQS/GNVQs** probe what level? If **GCSEs/A Levels/AS Levels** or equivalent probe how many? What grade?

WRITE IN
----------

- 90 ASK IF NOT STATED ON SAMPLE AND NOT LONGITUDINAL  
**Which of the following age groups [IF Q1A NOT 2: do you] [IF Q1A=2: do they] fall into...READ OUT**  
 [IF NECESSARY: At the time that they called]

Under 18	1
18-19	2
20-24	3
25-34	4
35-44	5
45-49	6
50-54	7
55-59	8
60-64	9
65+	10

Refused	X
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- 91 ASK ALL EXCEPT LONGITUDINAL  
IF Q1A NOT 2: **Do you**] [IF Q1A=2: **Do they**] have any long-term illness, health problem or disability which limits the daily activities or the work IF Q1A NOT 2: **you**] [IF Q1A=2: **they**] can do?

Yes	1
No	2
Refused	3

- 92 **Is English your first language?**

Yes	1
No	2
Refused	3

- 93 ASK ALL EXCEPT LONGITUDINAL  
**And how would you describe** [IF Q1A NOT 2: **your**] [IF Q1A=2: **their**] **ethnic origin...?** READ OUT. SINGLE CODE.

<b>White British</b>	1
<b>White Irish</b>	2
<b>White – Other</b>	3
<b>Asian or Asian British – Bangladeshi</b>	4
<b>Asian or Asian British – Indian</b>	5
<b>Asian or Asian British – Pakistani</b>	6
<b>Asian or Asian British – Other</b>	7
<b>Black or Black British – African</b>	8
<b>Black or Black British – Caribbean</b>	9
<b>Black or Black British – Other</b>	10
<b>Chinese</b>	11
<b>Mixed – White and African</b>	12
<b>Mixed – White and Black African</b>	13
<b>Mixed – White and Black Caribbean</b>	14
<b>Mixed – other</b>	15
Other (SPECIFY)	16
Prefer not to say	17

- 94 ASK ALL  
**The Skills Funding Agency may be undertaking further research about National Careers Service. Would you be willing for us or another research agency working on behalf of the Skills Funding Agency to contact you about this in the future?**

Yes	1
No	2

95 IF NOT STATED ON SAMPLE AND NOT LONGITUDINAL

**Code gender**

Male	1
Female	2
Don't know	X

**THANK RESPONDENT AND CLOSE INTERVIEW**

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.		
Interviewer signature:	Date:	
Finish time:	Interview Length	Mins

**C – Online Service Satisfaction Questionnaire****NATIONAL CAREERS SERVICE WEBSITE QUESTIONNAIRE  
IFF RESEARCH**

**Thank you for agreeing to help. It will only take a few minutes and your answers will be completely anonymous. Your feedback will help us to continue to improve the service.**

*How to navigate the survey*

**Please use the “forward” and “backward” arrow navigation buttons to move between pages in the survey. Please do not use the ‘back’ button in your browser, as this may cause you to lose the survey temporarily, and require you to ‘refresh’ the page.**

**Please click the “forward” button below to enter the survey.**

I'd like more information about the survey

**IF TICKED 'WOULD LIKE MORE INFORMATION' DISPLAY:**

*This is a genuine market research survey and is not selling you anything.*

*If you have any questions about these notes, or the survey, please email [becky.duncan@iffresearch.com](mailto:becky.duncan@iffresearch.com) or call +44 (0)207 250 3035*

*If you do not wish to complete this survey, simply click here to close this window.*

*IFF Research is analysing the survey responses on behalf of the Skills Funding Agency. IFF Research is a UK based company and complies with the Market Research Society Code of*

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**Q1:** Tell us why you came to the National Careers Service website today **allow multicode]**

- I'm looking for information and advice for myself
- I'm looking for information and advice for someone else
- I am an employer
- I am a careers adviser **SET CAP PER QUARTER OF 50**
- I work for the Skills Funding Agency **SCREEN OUT**
- Other (SPECIFY)

**Q2:** How old are you?

- Under 16 **SCREEN OUT**
- 16 or 17
- 18 or 19
- 20 - 24
- 25 - 29
- 30 - 34
- 35 - 39
- 40 - 44
- 45 - 49
- 50 - 54
- 55 - 59
- 60 - 64
- 65+
- Prefer not to say

**IF 'SCREEN OUT' AT Q1 or Q2 DISPLAY:**

Thank you very much for your help. Today we are looking for people that fit a certain profile. Unfortunately this means we are unable to continue with this survey.

**DISPLAY TO ALL QUALIFYING**

**Q3:** How many times have you ever visited the National Careers Service website (including this time)?

- Once/my first visit today
- 2-4 times
- 5-9 times
- 10+ times
- Don't know

**Q4:** And have you ever done any of the following...PLEASE TICK ALL THAT APPLY?

- Had a face-to-face meeting with a National Careers Service adviser
- Spoken to an adviser on the National Careers Service telephone helpline (on 0800 100 900)
- None of the above



Q5: How did you first hear about the National Careers Service website? *Please tick all that apply.*

[RANDOMISE ORDER EXCEPT THE LAST TWO]

- From a friend or relative
- From a colleague or my employer
- From a National Careers Service adviser
- From a Jobcentre Plus adviser or a Jobcentre Plus leaflet/poster
- On television
- In a newspaper or magazine
- On the radio
- Online (please specify) \_\_\_\_\_
- Other (please specify) \_\_\_\_\_
- Can't remember

Q6: What was your reason for visiting the site today? *Please tick all that apply.*

PROGRAMMER NOTE – ROTATE ORDER

- To get information or advice on jobs and careers
- To get information or advice about a course or learning
- To get information about a particular learning provider
- To access my Lifelong Learning Account (previously known as My Next Step or Skills Accounts)
- To contact an adviser
- To give feedback on the service
- Just browsing
- Other (please write in) \_\_\_\_\_

**IF 'Advice on jobs and careers' AT Q6 ASK:**

Q7: Were you looking for information or advice about jobs and careers regarding any of the following? *Please tick all that apply.*

PROGRAMMER NOTE – ROTATE ORDER

- Information about different careers
- Information about progressing within a career
- How to get back into work
- Applying for jobs
- CVs
- Interview skills
- Issues around redundancy
- Information about the jobs market
- Voluntary work
- Other (please write in) \_\_\_\_\_

IF 'advice on learning' AT Q6 ASK:

Q8: Were you looking for information or advice on learning regarding any of the following...?

*Please tick all that apply.*

PROGRAMMER NOTE – ROTATE ORDER

- A specific course
- Apprenticeships
- Paying for a course
- Different ways of learning
- How to get back into learning
- Childcare
- Other caring responsibilities
- Other (please write in) \_\_\_\_\_

ASK ALL

Q9: Which of the following tools or features on the National Careers Service website have you used on this or recent visits to the site? [ALLOW MULTICODE]

PROGRAMMER NOTE – ROTATE ORDER

- Skills Health Check
- CV Builder
- Job Profiles
- Discussion forums
- Course Search
- Your Lifelong Learning Account (previously known as My Next Step or Skills Accounts)
- Email an adviser
- Request a call back from an adviser
- Action plan
- Webchat (chat with an adviser online)
- Learning Record
- Learner Statement
- Job Market Information
- Government Contributions Funding Check
- Site Search
- Videos
- Careers Advice pages
- None of the above /just browsed **GO TO Q11**

Q10: How useful did you find [SHOW AS A GRID FOR EACH USED AT PREVIOUS QUESTION AS A ROW; USEFULNESS AS A COLUMN]?

- Very useful
- Quite useful
- Not very useful
- Not at all useful
- Don't know

**ASK ALL**

Q11: [IF 'Once / first visit today' AT Q3 DISPLAY: Did you get the information you wanted from the site today?] [OTHERS: Have you obtained the information you wanted on this and recent visits to the website?]

- Yes - all the information I wanted
- Most of the information I wanted
- Some of the information I wanted
- None of the information I wanted

Wasn't looking for specific information

**ASK 'some' OR 'none' AT THE LAST QUESTION:**

Q12a: What information did you want that you couldn't find?

TYPE IN

**ASK 'some' OR 'none' AT Q11:**

**Q12b: Was it clear from the website how to contact an adviser for further support?**

- Yes  
 No  
 Not sure

**ASK ALL**

Q13: Please rate the National Careers Service website on the following... *Please give one answer per row.*

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
How easy it was to find the information you needed.						
The information being clear and easy to understand						
The quality of the information (it being up to date, relevant, accurate etc)						
How easy the website was to use						
The design of the website						
How effective the site search was						

Q14: And overall how satisfied or dissatisfied are you with the National Careers Service website?

- Very satisfied  
 Satisfied  
 Neither satisfied nor dissatisfied  
 Dissatisfied  
 Very dissatisfied  
 Don't know

**ASK IF 'dissatisfied' OR 'very dissatisfied' AT THE LAST QUESTION:**

Q15: Why do you say that?

TYPE IN

**ASK ALL**

Q16: If there was one thing you could change about this website what would it be?

TYPE IN

- Nothing / fine as is  
 Not sure

**ASK ALL**

Q17 Would you recommend the National Careers Service website to friends, family or colleagues?

- Yes
- No
- Not sure

ASK IF q1 'an individual' (code 1 or 2)

Q18: Are you likely to do any of the following as a result of visiting the National Careers Service website? *Please tick all that apply*

*PROGRAMMER NOTE – ROTATE ORDER*

- Contact a provider about enrolling on a course
- Call the National Careers Service helpline and speak to an adviser
- Arrange a face-to-face meeting with a National Careers Service adviser
- Visit the National Careers Service site again before making any decisions
- Visit another website before making any decisions
- Speak to your employer/other employees
- Seek further careers advice
- Apply / search for a job
- Contact an organisation other than National Careers Service
- Other (please specify \_\_\_\_\_)
- Don't expect to do anything specific / different as a result of visiting the website
- Not sure / too early to say

ASK IF q1 'an individual calling on own behalf' (code 1)

Q18a: And as a result of visiting the National Careers Service website do you think any of the following are more likely?

Will you be more likely to... *Please tick all that apply*

*PROGRAMMER NOTE – ROTATE ORDER*

- Start a course / enter learning
- Undertake some training
- Start an apprenticeship
- Get a job having been unemployed
- Progress at work (e.g. get a promotion) or get a better job than the one you currently have
- Start voluntary work
- None of the above more likely
- Don't know

**ASK ALL**

Q19: Are you male or female?

- Male
- Female

Q20: Where do you live? [SINGLE CODE]

- London
- Rest of South East
- South West
- Eastern, including East Anglia
- East Midlands
- West Midlands
- Yorkshire and the Humber
- North West
- North East
- Wales
- Scotland
- Northern Ireland
- UK forces overseas
- Outside the UK
- Don't know

Q21: Qualifications are often classified by their level. Which of the following is the HIGHEST level of qualification you hold? *Please tick the first in the list that applies to you* [SINGLE CODE]

- A degree (including a higher or postgraduate degree); Foundation degree; HNC; HND; NVQs at Level 5; or equivalent
- NVQ level 4, or other diplomas and awards at level 4
- 2 or more A or AS Levels; Advanced GNVQ; Access to HE; International Baccalaureate; BTEC Diplomas, Certificates and Awards; BTEC Nationals; NVQ Level 3; or equivalent
- 5 or more GCSEs or O Levels at Grades A\*-C; 1 A or AS level; Intermediate GNVQ; BTEC First Diplomas or Certificates; NVQ Level 2; or equivalent
- 1 or more GCSEs or O Levels at any grade; Foundation GNVQ; NVQ Level 1; foundation diplomas and awards; or equivalent
- Entry level qualifications such as Entry level certificates; Skills for Life; and English for Speakers of Other Languages (ESOL)
- No qualifications
- Don't know/would rather not say

**IF 'DEGREE...' (1<sup>st</sup> CODE AT Q21) ASK Q21a**

Q21a: Do you have any of the following:

- A doctorate or equivalent
- Masters degree or equivalent; NVQ level 5
- Honours degree
- Foundation Degree; HND; or equivalent
- None of the above
- Don't know/would rather not say

**ASK ALL**

Q22: What is your main activity currently? *Please tick one only*

- Full time, paid employment (30+ hours a week)
- Part time, paid employment (less than 30 hours a week)
- Doing an Apprenticeship
- Self employed
- Full time further/higher education (16+hours a week)
- Part time further/higher education (Less than 16 hours a week)
- Unemployed and looking for work - and unemployed for less than 6 months
- Unemployed and looking for work – and unemployed for 6 months or more
- Looking after home or family
- Unable to work due to ill health or disability
- At school
- Retired
- Other (please specify)

Q23: Is English your first language?

- Yes
- No
- Don't know

**ASK ALL EXCEPT IF 'SCHOOL' 'FULL TIME LEARNING' OR 'PART TIME LEARNING' AT Q23**

Q25: Have you done any kind of learning in the last three years?

- Yes
- No
- Don't know

**ASK ALL**

Q26: Do you have any long-term illness, health problems or disability which limits your daily activities or the work you can do?

- Yes
- No
- Rather not say

Q27: How would you describe your ethnic origin?

*This question is to enable the National Careers Service to ensure that they are reaching all parts of the community, your ethnic origin has no impact on your eligibility for courses or funding.*

- |  |  |
|--|--|
| <input type="radio"/> White - British                      | <input type="radio"/> Black or Black British - Caribbean |
| <input type="radio"/> White - Irish                        | <input type="radio"/> Black or Black British - Other     |
| <input type="radio"/> White - Other                        | <input type="radio"/> Chinese                            |
| <input type="radio"/> Asian or Asian British - Bangladeshi | <input type="radio"/> Mixed - White and Asian            |
| <input type="radio"/> Asian or Asian British - Indian      | <input type="radio"/> Mixed - White and Black African    |
| <input type="radio"/> Asian or Asian British - Pakistani   | <input type="radio"/> Mixed - White and Black Caribbean  |
| <input type="radio"/> Asian or Asian British - Other       | <input type="radio"/> Mixed - Other                      |
| <input type="radio"/> Black or Black British - African     | <input type="radio"/> Other (please write in) _____      |
|  | <input type="radio"/> Prefer not to say                  |

Q28: In which of the following ways have you ever accessed the National Careers Service website?

*Please tick all that apply*

- Desktop computer
- Laptop computer
- Netbook
- Tablet
- Smartphone
- TV
- Other (please specify)
- Not sure / can't remember

Q29: Can you tell me where you were when you accessed the National Careers Service website today?

*Please tick all that apply*

- Home
- Work
- School / college / university
- Library or other public facility
- Internet cafe
- Other (please specify)

*The National Careers Service carries out research about careers guidance and related issues, including how people progress following use of this website. Research may be carried out by the National Careers Service, Government Departments or organisations working on their behalf. If you are interested in taking part, please type your full name, email and telephone number.*

First name

Email address

Telephone contact

Thank you for completing our survey.

## D – Online Service Progression Questionnaire

### NATIONAL CAREERS SERVICE WEBSITE QUESTIONNAIRE

#### PROGRESSION (E-MAILED TO THOSE THAT DID A SATISFACTION QUESTIONNAIRE) IFF RESEARCH

NB SAMPLE TO INCLUDE ONLY THOSE WHO ANSWERED THE SATISFACTION SURVEY AS A 'An individual looking for information or advice for yourself' (Q1=1)

FROM SATISFACTION SURVEY COPY OVER WORK STATUS (working full time, part time, self-employed v not), ALSO IF AN EMPLOYEE (working full time or part time)

E-MAIL COVER NOTE:

Dear X

You may remember that a few months ago you completed a short questionnaire when you visited the National Careers Service website. You said that you would be willing to take part in a follow-up study. The research will help the National Careers Service improve their service.

IFF Research is an independent research company which is conducting the work on behalf of the Department for Business, Innovation and Skills. We work strictly within the Market Research Society Code of Conduct, and all your answers will remain completely anonymous.

To start the survey please click on the following link <LINK TO SURVEY>

If you have any questions about the survey, please email [becky.duncan@iffresearch.com](mailto:becky.duncan@iffresearch.com) or call 0207 250 3035.

We thank you in advance for your assistance.

Becky Duncan  
Research Executive

#### Online questionnaire

- 1 **Since visiting the National Careers Service website in <MONTH> <YEAR> have you done any of the following things...? Please select one answer per row.**

	Yes	No	Don't know
<b>Had a face-to-face meeting with a National Careers Service adviser</b>	1	2	X
<b>Called the National Careers Service Advice Helpline</b>	1	2	X



<b>Opened a Lifelong Learning Account</b>	1	2	X
---	---	---	---

- 2 **Since visiting the National Careers Service website in <MONTH> <YEAR> have you started any of the following types of learning or training? Please note one activity can fall into more than one category. We are interested in those you *started* whether you completed them or not. Please select one answer per row.**

	Yes	No	Don't know
i) <b>A course leading to a qualification</b>	1	2	3
j) <b>A course, instruction or tuition related to your interests, hobbies or personal development (including music, arts or crafts, sports or other practical skills)</b>	1	2	3
k) <b>Course work that you complete in your own time (other than homework)</b>	1	2	3
l) <b>Tried to improve your knowledge or teach yourself a skill without taking part in a formal course</b>	1	2	3
m) <b>Done any other types of learning or training</b>	1	2	3

IF DONE ANY TRAINING (ANY YES AT Q2)

- 3 **Did visiting the National Careers Service website help you decide to do this learning and training?**

<b>Yes</b>	1
<b>No</b>	2
Don't know	X

IF UNDERTAKEN TRAINING AIMED AT LEADING TO A QUALIFICATION (Q2a=1)

- 4 **Did you get a qualification, or credits towards a qualification, from the learning or training that you started since <MONTH> <YEAR>?**

Yes	1
No	2
Don't know	X

IF OBTAINED QUALIFICATION OR CREDITS (Q4=1)

- 5 **Is this recent qualification (or the credits towards a qualification) the highest level of qualification you have?**

Yes	1
No	2
Don't know	X

ASK ALL

- 6 **Has visiting the National Careers Service website made it more likely that you will do learning in the future?**

<b>Yes</b>	1
<b>No</b>	2
Don't know	X

- 7 **How likely are you to start training or learning over the next 12 months...?**  
PLEASE SELECT ONE ANSWER ONLY

<b>Very likely</b>	1
<b>Fairly likely</b>	2
<b>Not very likely</b>	3
<b>Not at all likely</b>	4
Don't know	X

ASK ALL

- 8 **Thinking now about work, since visiting the National Careers Service website in <MONTH> <YEAR> have you...? PLEASE SELECT ONE ANSWER IN EACH ROW**

	Yes	No	Don't know
<b>e) Found a new job</b>	1	2	X
<b>f) Changed career</b>	1	2	X
<b>g) Achieved a promotion or improved your salary</b>	1	2	X
<b>h) Started any voluntary work</b>	1	2	X

IF EMPLOYMENT STATUS CHANGED (ANY CODE=1 ABOVE)

- 9 **Did visiting the National Careers Service website help you achieve these changes?**

<b>Yes</b>	1
<b>No</b>	2
Don't know	X

ASK ALL

- 10 **Which one of the following best describes your current situation...PLEASE SELECT ONE ANSWER ONLY.**

Full-time, paid work (30+ hours a week)	1
Part-time, paid work (less than 30 hours a week)	2
Doing an Apprenticeship	3
Self employed	4
Full-time further/higher education (16+hours a week)	5
Part-time further/higher education (Less than 16 hours a week)	6
Unemployed less than 6 months	7
Unemployed for 6 months or more	8
Looking after home or family	9
Unable to work due to ill health or disability	10
At school	11
Retired	12
Other (please specify)	13

- 11 IF NOT WORKING (Q10 NOT 1, 2, 3 OR 4)  
**Are you receiving any benefits, such as Jobseeker's Allowance, ESA or Income Support?**  
 PLEASE TICK ALL THAT APPLY

<b>No</b>	1
<b>Jobseeker's Allowance</b>	2
<b>ESA (Incapacity Benefit)</b>	3
<b>Income Support</b>	4
<b>Carer's Allowance</b>	5
<b>Child benefit / child tax credit</b>	6
<b>Housing benefit / council tax benefit</b>	7
<b>Other (SPECIFY)</b>	8
<b>Don't know if receiving benefits</b>	X
<b>Prefer not to say</b>	V

- 12 ASK ALL  
**Did visiting the National Careers Service website in <MONTH> <YEAR> help you to...? Please select one answer per row.**

ROTATE ORDER	Yes	No	Don't know or Not applicable
k) <b>feel more confident about making decisions regarding your future</b>	1	2	X
l) <b>feel more confident about planning your next career move</b>	1	2	X
m) <b>feel more confident about applying for jobs</b>	1	2	X
n) <b>feel more confident about applying for courses or training</b>	1	2	X

- 12a IF ANY YES AT Q12  
**Please tell us how the National Careers Service website helped?**


- 13 ASK ALL  
**Compared to 3 months ago do you feel any of the following apply? Please select one answer per row.**

Rotate start	Yes	No	Don't know
<b>I am more aware of job and career opportunities</b>	1	2	X
<b>I am more aware of learning opportunities</b>	1	2	X
<b>I'm more motivated to find work or to change my job</b>	1	2	X
<b>I'm more interested in doing learning</b>	1	2	X
ASK IF NOT CURRENTLY WORKING (Q10 NOT 1-4) <b>My chances of finding a job have improved</b>	1	2	X

14 IF ANY YES AT THE PREVIOUS QUESTION  
**Did visiting the National Careers Service website help you in these areas?**

<b>Yes</b>	1
<b>No</b>	2
Don't know	X

15 ASK ALL  
**Are there any improvements you would like to see on the National Careers Service website?**

<b>Yes</b>	1
<b>No</b>	2
Don't know	X

16 IF YES  
**Please tell us what improvements you would like to see.**


Thank you for completing our survey.

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Any enquiries regarding this publication should be sent to:

Department for Business, Innovation and Skills  
1 Victoria Street  
London SW1H 0ET  
Tel: 020 7215 5000

If you require this publication in an alternative format, email [enquiries@bis.gsi.gov.uk](mailto:enquiries@bis.gsi.gov.uk), or call 020 7215 5000.

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