

GfK. Growth from Knowledge



## Green Paper Quantitative Research

*“No one written off: reforming welfare to reward responsibility”*

A research report for

**DWP** Department for  
Work and Pensions

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## 1. Executive Summary

- The vast majority of policy propositions included in the survey enjoyed very high levels of general public support with at least 8 in 10 people agreeing strongly or slightly with each.
- 'Back-to-work' action plans agreed between employees on sick leave and employers to set out steps needed to support a quick return to work and drug treatment programmes for unemployed drug users to tackle their problems were the most popular Green Paper policy propositions covered in the survey with 9 in 10 of the general public agreeing strongly or slightly.
- The requirement for partners of benefit claimants to register and actively seek work once their youngest child is 7 was supported by around a half of the general public who agreed strongly or slightly. This was the least well received policy proposition covered in the survey.
- People who were in paid work were more likely to support all the Green Paper policy propositions covered in the survey, with the exception of the policy proposition to pay a 'skills for work' premium to encourage lone parents with young children to participate in work-related activities.
- People who would be most affected if the Green Paper policy propositions are introduced, for example lone parents, disabled people or those with a limiting illness or people claiming out-of-work benefits, were less likely to agree with policy propositions involving a stronger sanctions regime if benefit claimants are non-compliant.
- In contrast, Green Paper policy propositions that involved a stronger sanctions regime were more appealing to those in paid work.
- Around three-quarters of the general public supported the policy propositions which relate to the introduction of Employment and Support Allowance (ESA) and any future requirement for those claimants to take part in work related activity or accept work that a Work Capability Assessment has identified they are capable of doing. Both these policy propositions were less popular among disabled people or people with a limiting illness (of working age) than among those who did not have a limiting illness or disability (of working age). It should be noted that only ESA claimants assigned to the Work Related Activity Group would be expected to take steps to improve skills or get ready for work. If people have an illness or disability that is too severe to undertake any form of work-related activity, they will get increased financial support and will not be expected to prepare for a return to work.

- A question asked about the types of support that might be useful in helping people get into paid work found that training which develops people's work related skills (for example literacy and numeracy and self confidence) was considered to be the most useful type of support.
- Offering financial assistance in the form of top up payments to ensure that people are better off working than claiming benefits was popular among parents and especially lone parents, who may have particular concerns about the benefits of entering work in relation to childcare costs.
- People aged under 25 and who may be at the start of their working lives, were more likely to say careers advice and support would prove most helpful in getting people into work.
- Concerns raised by benefit claimants during the qualitative research about undertaking work experience or voluntary work were evident, as only 28% of those claiming out-of-work benefits felt this would be most useful to help people into paid work, compared with 36% of those working in a paid job.
- When asked what additional things people should take responsibility for doing to get them ready for work, attending training courses in work related or basic skills were the most frequently mentioned responses.
- Working respondents thought people should be responsible for doing a greater number of things to get ready for work (mentioning on average 4.56 things), than those claiming out-of-work benefits (an average of 3.55 mentions).
- People who thought that benefit claimants should be responsible for doing a greater number of things to prepare for work were also more likely to agree with the scenario questions.

## 2. Background and Objectives

The Green Paper *No one written off: reforming welfare to reward responsibility* was published on 21<sup>st</sup> July 2008. The Green Paper was a wide ranging consultation on the future of welfare reform. It set out a range of proposals and ideas to reduce welfare dependency and support more people into work, provide greater support and control for disabled people, simplify the benefit system, and strengthen parental responsibility. As part of the consultation process on the policy propositions and questions outlined in this Green Paper, the DWP commissioned GfK NOP to undertake a two-stage research study:



This report details the findings of the quantitative research which was carried out during September 2008. There is a separate report on the qualitative research which was conducted in July and August 2008.

The main objective of the quantitative stage was to quantify the findings from the qualitative phase and assess the extent to which the various elements of the Green Paper enjoyed popular support. Given the need to add statistical significance to the findings from the qualitative phase, a large sample size was considered to be important and this also allowed detailed analysis to be carried out on key groups of interest.

### **3. Methodology and Sampling**

The quantitative research targeted two key target audiences: benefit claimants and taxpayers in Britain. It was decided the most efficient way of reaching these audiences was to interview through GfK NOP's Random Location Omnibus: an in-home survey of the general public in Great Britain using Computer Assisted Personal Interviewing (CAPI). Details of the sampling method used on the Random Location Omnibus are shown in Appendix C.

The questionnaire was designed by GfK NOP Social Research in consultation with DWP, drawing on the findings from the qualitative research. The final version of the questionnaire is appended (Appendix D). A small scale pilot exercise was conducted on 27<sup>th</sup> August to test question interpretation and the use of a 5 point rating scale. Twenty interviews were completed with a range of respondents in four locations and members of the project team accompanied the interviewers for first hand feedback on how well the questionnaire was working. Recommendations were fed back to DWP and the questionnaire was revised accordingly.

In order to determine levels of general public support for key policies within the Green Paper, eight 'scenario' style questions were developed to reflect the policies and areas for consultation in the Green Paper. The scenarios were read out and displayed on a showcard so that respondents could read and absorb the information fully before stating whether they agreed or disagreed. Responses were collected using a five point rating scale (Agree Strongly, Agree Slightly, Neither Agree nor Disagree, Disagree Slightly, Disagree Strongly) and there was also a don't know option, which was not shown on the showcard. These questions were rotated so that each respondent was asked four of the eight scenario questions.

The main stage fieldwork took place from 4<sup>th</sup> – 9<sup>th</sup> September 2008 and 1,940 interviews were completed among the general public in Great Britain aged 16+. The data were weighted to ensure they were representative of the general public in Great Britain. The post survey weighting profile is shown in Appendix E, whilst the unweighted and weighted sample profiles are shown in Appendix F.

#### **3.1. Structure of report**

All questions were analysed by the main demographic groups (e.g. gender, age, socio-economic grade and region) and tables in Appendix B show a detailed breakdown of responses. Any consistent patterns are highlighted in the main commentary.

Any comparisons reported in the main commentary are statistically significant at the 95% level. This means we can be sure that the differences between demographic groups are real differences in the population rather than due to sampling error.

The data were also analysed by the following key groups, who were identified as being of particular interest:

- people working in a paid job (aged 16+);
- disabled people or people with a limiting illness (working age only);
- people claiming any out-of-work benefits;
- Lone parents of children aged under 16 (includes parents who were working and not working);

Charts showing this analysis for each policy proposition are shown in Appendix A with any consistent trends identified in the commentary. Please note that we have not included analysis broken down by people claiming specific benefits (e.g. Jobseeker's Allowance) or by lone parents who were not working as low sample sizes meant differences between groups were not statistically significant. Sample sizes for each group are shown in brackets on the charts.

## 4. General Public support of Green Paper proposals

### 4.1. Introduction

The following sections cover the overall levels of general public agreement with the Green Paper policy propositions and/or questions and moves on to look at each group of policies in detail and assess how opinions differ for specific sub groups within the population.

The table below shows the text of the scenario questions included in the survey and the Green Paper policy or area for consultation they reflected.

**Table 1. Scenario questions and corresponding Green Paper policies**

Scenario question	Green Paper policy proposition and/ or questions
Doug is a single parent and his youngest child is aged 3. He has been unemployed and claiming benefits since his child was born. Doug wants to get back into paid work, but needs some training to make sure he can get a job. Under the proposed changes Doug would receive additional payments for undertaking job related training to get him ready to start looking for work.	A 'skills for work' premium to encourage lone parents with younger children to participate in work-related training.
Anya has been claiming Jobseeker's Allowance for over six months and has applied for a number of jobs over that time, but not been offered any of them. An advisor recommends that she should have some training in work skills she lacks at the moment to improve her chances of getting a job locally. Under the proposed changes Anya would have to take part in this training, otherwise her benefits could be stopped or reduced.	A requirement for JSA claimants to attend relevant skills training where this addresses a skills gap that has been identified as a barrier to work or face a stronger sanctions regime.
Phil is an engineer for a railway company and has been unable to work due to sickness for the last 6 weeks. Phil hopes to return to his job with the railway company but is unsure whether he is ready. Under the proposed changes Phil and his employer should agree a back-to-work plan setting out what they both need to do to help Phil return to work.	A proposal that employees who are unwell should agree a 'back-to-work' action plan that will set out the steps needed to support a quick return to work.
Majid is 24 and has been unemployed and claiming Jobseeker's Allowance for over two years. Under the proposed changes he would have to take some form of unpaid work-experience to make him more employable. If	A requirement for people who have been claiming JSA for more than two years to undertake work

he does not, his benefits could be stopped or reduced.	for their benefit or face a stronger sanctions regime
Mhairi developed a visual impairment which has left her unable to do her job as a bus driver. She is currently not working and is receiving benefits. An assessment has found that although she can't return to her old job, she is capable of doing other types of work, even if it means that she would earn less or has to learn new skills. Do you agree or disagree that Mhairi should have to accept this work and if she does not, her benefits could be stopped or reduced.	Scenario testing views on whether disabled people or people with ill-health should, in the future, have to accept work that a Work Capability Assessment has identified they can do or face a stronger sanctions regime
Emily developed arthritis in her hands which is not getting worse but has left her unable to do her previous job as a machinist in a clothes factory. She is currently out of work and is receiving benefits but with the right level of support she could work in another job. Under the proposed changes she could be required to accept support, such as training, CV writing, or ways to help manage her impairment, that will help her get back to work. If she does not her benefits could be stopped or reduced.	A requirement for disabled people or people with ill-health to take part in work-related activity or face a stronger sanctions regime
Mike and Claire have two children aged 7 and 10 who attend school. Mike claims benefits on behalf of the family and is looking for work. Under the proposed changes Claire would also have to register for and actively seek work. If she does not their benefits could be stopped or reduced.	A requirement for partners of benefit claimants to register and actively seek work once their youngest child is age 7 or face a stronger sanctions regime
Russell has been a drug user for a number of years and finds it difficult to hold down a job because of his habit. He is claiming benefits and has been offered a place on a drug treatment program which he has agreed to undertake. Under the proposed changes Russell's benefits could be stopped or reduced if he does not take part in the program.	A requirement for unemployed drug users to tackle their problem or face a stronger sanctions regime

The vast majority of the Green Paper policies covered in the survey enjoyed very high levels of public support, with at least 8 in 10 respondents agreeing strongly or slightly with them. The table below shows the proportion of respondents agreeing or disagreeing strongly or slightly with each scenario, with the policy most commonly agreed with shown at the top of the table.

**Table 2. Total Agree or Disagree with each Policy Proposition**

<b>Scenario question/ Green Paper policy proposition</b>	<b>Unwtd Base</b>	<b>Agree strongly</b>	<b>Agree slightly</b>	<b>Total Agree</b>	<b>Total Disagree</b>
Employees who are unwell should agree a 'back-to-work' action plan that will set out the steps needed to support a quick return to work.	832	70%	23%	93%	2%
A requirement for unemployed drug users to tackle their problem or face a stronger sanctions regime	803	76%	14%	90%	5%
A 'skills for work' premium to encourage lone parents with younger children to participate in work-related training.	851	62%	25%	87%	8%
A requirement for JSA claimants to attend relevant skills training where this addresses a skills gap that has been identified as a barrier to work or face a stronger sanctions regime.	856	63%	25%	87%	8%
A requirement for people who have been claiming JSA for more than two years to undertake work for their benefit or face a stronger sanctions regime	815	64%	21%	85%	8%
A requirement for disabled people or people with ill-health to take part in work-related activity or face a stronger sanctions regime	972	45%	32%	78%	14%
Scenario testing whether disabled people or people with ill-health should, in the future have to accept work that a Work Capability Assessment has identified they can do or face a stronger sanctions regime	968	41%	32%	73%	15%

<b>Scenario question/ Green Paper policy proposition</b>	<b>Unwtd Base</b>	<b>Agree strongly</b>	<b>Agree slightly</b>	<b>Total Agree</b>	<b>Total Disagree</b>
A requirement for partners of benefit claimants to register and actively seek work once their youngest child is age 7 or face a stronger sanctions regime	834	32%	24%	56%	32%

The policy propositions which enjoyed the highest level of public support were back-to-work action plans for employees on sick leave to set out the steps needed to support a quick return to work (70% of the general public agreed strongly and a further 23% agreed slightly) and treatment programmes for drug users to tackle their problem or face a stronger sanctions regime (76% agreed strongly and a further 14% agreed slightly). There was also strong support for the policy proposition which provided lone parents with a 'skills for work' premium if they undertake work related training, with 87% of the general public agreeing strongly or slightly.

Levels of agreement were also high for the policy propositions which required Jobseekers Allowance (JSA) claimants to undertake relevant skills training to address a skills gap (87% agreeing strongly or slightly) or undertake work for their benefit (i.e. some form of unpaid work) if they have been claiming JSA for more than two years (85% of the general public agreeing strongly or slightly). For all these propositions, the government proposes to introduce a tougher sanctions regime if claimants do not comply, which may involve benefit payments being reduced or stopped.

Although the policy propositions and questions which related to the introduction of the new Employment and Support Allowance (ESA) were less well received than the JSA policy propositions, support for these policies was still high. Just over three quarters of the general public (78%) agreed strongly or slightly that benefits claimants with ill-health or disabilities should take part in work-related activity, or face a stronger sanctions regime. There was a similar level of support for the question relating to whether disabled people or people with ill-health should, in the future, have to accept work that a Work Capability Assessment says they are capable of doing, or face a stronger sanctions regime (73% agreed strongly or slightly). It should be noted that only ESA claimants assigned to the Work Related Activity Group would be expected to take steps to improve skills or get ready for work. If people have an illness or disability that is too severe to undertake any form of work-related activity, they will get increased financial support and will not be expected to prepare for a return to work.

The least popular policy proposition was the requirement for partners of benefit claimants to register and actively seek work once their youngest child is age 7, although just over half of the general public still agreed strongly or slightly with this proposition (56%).

#### **4.2. Summary of sub group differences**

Throughout the survey findings, people who were in paid work tended to be more supportive of the Green Paper proposals compared with people who would be more likely to be affected if the Green Paper policy propositions were introduced, such as those claiming out-of-work benefits or those with a limiting illness or disability.

People in paid work were particularly supportive of 'back-to-work' action plans (95% agreed strongly or slightly), JSA claimants having to undertake work for their benefit (89% agreed strongly or slightly) and drug treatment programmes for unemployed drug users (92% agreed strongly or slightly); although this proposal had high levels of agreement across all respondent groups.

Disabled people or people with a limiting illness tended to be less likely than those who did not have a limiting illness or disability to support propositions which required disabled people or people with ill-health to take part in work-related activity or work they are capable of doing. For example, a third (30%) of disabled people or people with a limiting illness of working age agreed strongly that people should accept work they are capable of doing compared with 42% of those who did not have a limiting illness or disability (of working age). It should be noted that some disabled people or people with a limiting illness included in the sample will be in paid work whilst others will be claiming out-of-work benefits, therefore there will be some overlap between these groups.

Propositions which involved 'a stronger sanction regime' (i.e. benefits being stopped or reduced if claimants do not do what the proposition requires) were less popular among out-of-work benefit claimants compared with those in paid work. In addition to the propositions mentioned above, out-of-work benefit claimants were less likely to agree strongly that JSA claimants should undertake work for their benefit or face a stronger sanctions regime (47% agreed strongly compared with 70% in paid work). Similarly, two-fifths (44%) of out-of-work benefit claimants agreed strongly that JSA claimants should take part in skills training which addresses a skills gap which has been identified as a barrier to work or face a stronger sanctions regime compared with two-thirds (64%) of those in paid work.

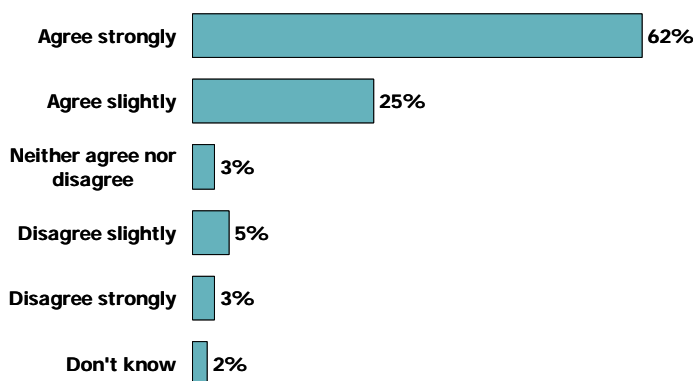
Across both JSA related propositions, it was noted that people in lower socio-economic grades were less supportive of the proposals. These differences are not surprising given that people claiming benefits are more likely to fall into socio-economic grade DE and as noted above, claimants tend to be less supportive of propositions involving sanctions.

It was also observed that respondents in England tended to be more likely than those in Scotland to be supportive of some of the Green Paper propositions and this was particularly the case if the propositions included a stronger sanctions regime. In order to understand what is driving these differences, further analysis was conducted to uncover whether there are different types of people in the two samples. However, analysis by gender, age and socio-economic grade revealed no differences between the English and Scottish samples who took part in the survey.

#### **4.3. A proposal to encourage lone parents with a youngest child to improve their work related skills and receive a 'skills for work' premium for doing so**

This section assesses level of general public support for whether lone parents with younger children should be encouraged to improve their work related skills by participating in work-related training and receive a 'skills for work' premium (i.e. an additional payment) for doing so. Chart 1 below shows the level of agreement or disagreement with this policy proposition among the general public overall.

**Chart 1 Agreement with a 'skills for work' premium to encourage lone parents with younger children to participate in work-related training (General Public)**



Unweighted base – all asked the question (851)

This was the third most popular policy proposition covered in the survey with just over 6 in 10 of the general public (62%) agreeing strongly that lone parents with younger children should be encouraged to improve their work related skills and receive additional payments for doing so, while a further quarter (25%) agreed slightly. Only 8% of the general public disagreed.

Analysis of respondents most likely to be affected if this policy proposition were introduced (see Appendix A) showed that lone parents were very favourable towards improving work

related skills and receiving an additional payment for doing so (75% agreed strongly and a further 18% agreed slightly). Those claiming out-of-work benefits were equally likely to agree, with over three-quarters agreeing strongly (77%) and a further fifth (19%) agreeing slightly. People in paid work were slightly less supportive of this proposal compared with people claiming out-of-work benefits with around two-thirds agreeing strongly (61%) and a further quarter (25%) agreeing slightly.

The high levels of agreement among benefit claimants and lone parents may indicate that additional payments would encourage people in that situation to participate in work-related training.

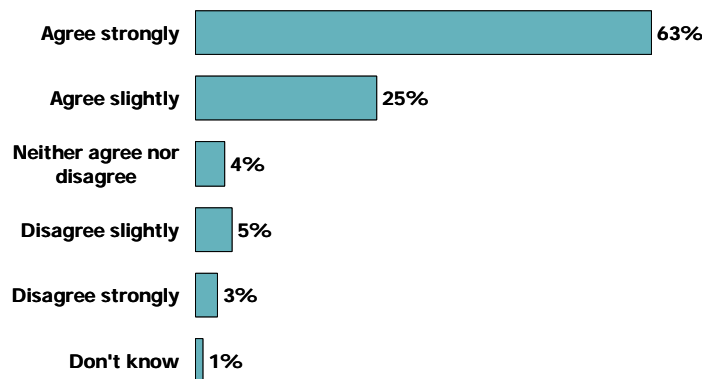
Further demographic analysis is shown in Appendix B, but there were no significant differences for other demographic groups.

#### **4.4. A requirement for JSA claimants to attend relevant skills training or work for their benefit, otherwise face a stronger sanctions regime**

This section assesses the level of general public support for policy propositions which affect Jobseeker's Allowance (JSA) claimants and covers in particular whether there is public support for a tougher sanction regime (i.e. benefit payments being reduced or stopped) if claimants do not do what is required. Overall, there were similar levels of general public support for both these policy propositions.

Chart 2 shows whether the general public agreed or disagreed that JSA claimants should attend relevant skills training (where available) to address a skills gap that has been identified as a barrier to work or face a stronger sanctions regime.

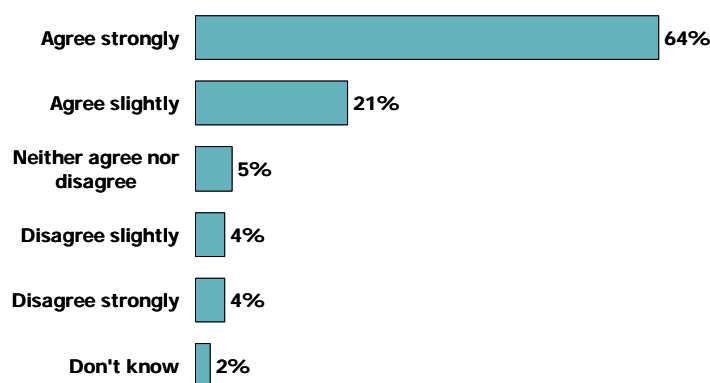
**Chart 2 Agreement that JSA claimants should attend relevant skills training that addresses a skills gap that has been identified as a barrier to work or face a stronger sanctions regime (General Public)**



This policy proposition had high levels of general public support with almost two-thirds of the general public (63%) agreeing strongly and a further quarter agreeing slightly (25%). Levels of disagreement were very low with only 8% of the general public disagreeing overall.

The other policy proposition assessed whether people who have been claiming JSA for more than two years should have to undertake work for their benefit to make them employable or face a stronger sanctions regime. The following chart shows the proportion of the general public who agreed or disagreed with this policy proposition.

**Chart 3 Agreement with a requirement for people who have been claiming JSA for more than two years to undertake work for their benefit or face a stronger sanctions regime (General Public)**



Unweighted base – all asked the question (815)

A similar pattern emerged for this policy proposition with around two-thirds (64%) of the general public agreeing strongly that JSA claimants should undertake work for their benefit or face a tougher sanctions regime and a further fifth (21%) agreeing slightly. Only 8% of the general public disagreed with this policy.

As noted in section 4.2, despite high levels of overall general public support, the JSA related policy propositions tended to be less popular among the following types of respondents:

➤ *People claiming out-of-work benefits*

Across both JSA related propositions, people claiming out-of-work benefits were less likely to agree with the proposals than people in paid work. For example, just under half (47%) of

people claiming out-of-work benefits agreed strongly that JSA claimants should take some form of work for their benefit or face sanctions compared with 70% of those in paid work. Similarly, 44% of people claiming out-of-work benefits strongly agreed that JSA claimants should attend relevant training in work skills or face their benefits being reduced or stopped, compared with around two-thirds (64%) of those in paid work.

➤ *Lower socio-economic grade*

People in socio-economic grade DE tended to be less supportive of all JSA related propositions than people in other socio-economic grades. For example, over two-thirds of people classified in the socio-economic grade AB (68%) and 65% classified as C1C2 agreed strongly that JSA claimants should undertake relevant training in work skills or face sanctions, compared with 54% of DEs.

➤ *Disabled people or people with a limiting illness*

People who identified themselves as having a limiting illness or disability who were of working age were also less likely to agree with all JSA propositions compared with those who did not have a limiting illness or disability of working age (see Appendix A and B for details). As an example, just under half (47%) of disabled people or those with a limiting illness (of working age) agreed strongly that JSA claimants should undertake relevant skills training or face a tougher sanction regime compared with 64% of people who did not have a disability or limiting illness (of working age).

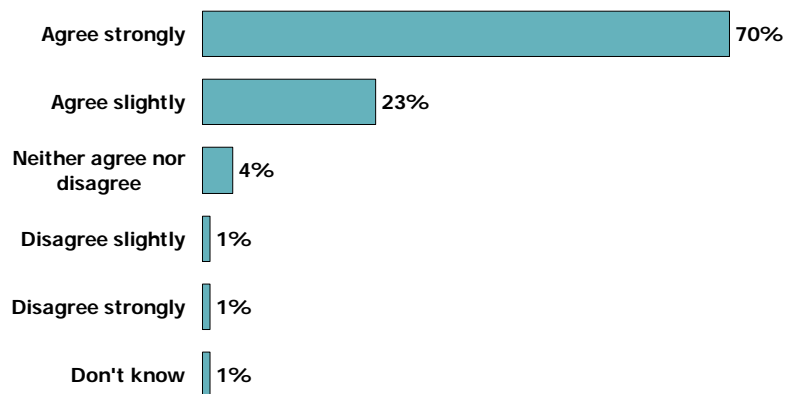
➤ *Scottish respondents*

Scottish respondents tended to be less supportive of the policy propositions related to JSA claimants than English respondents. For example, half of Scottish respondents (52%) agreed strongly that JSA claimants should undertake some form of work for their benefit or face a stronger sanctions regime compared with two-thirds (65%) of respondents living in England.

#### **4.5. A requirement for employees who are unwell to agree a 'back-to-work' action plan that will set out the steps needed to support a quick return to work**

This section covers whether the general public agree that people facing a long period of sick leave should agree a 'back-to-work' action plan with their employer setting out what they both need to do to help their return to work. Chart 4 shows the proportion of the general public who agreed or disagreed with this policy proposition.

**Chart 4 Agreement that employees who are unwell should agree a 'back-to-work' action plan that will set out the steps needed to support a quick return to work (General Public)**



Unweighted base – all asked the question (832)

This policy proposition was the most popular of all those covered in the survey with 70% of the general public agreeing strongly and a further 23% agreeing slightly. There were very low levels of disagreement among the general public with only 2% disagreeing.

Although this policy proposition enjoyed high levels of support among all groups, as previously, people who would be most affected if this proposal were introduced were slightly less likely to agree with it than people who were in paid work (see Appendix A). Just over two-thirds (67%) of those claiming out-of-work benefits agreed strongly with 'back-to-work' action plans for employees who are unwell compared with almost three-quarters (73%) in paid work.

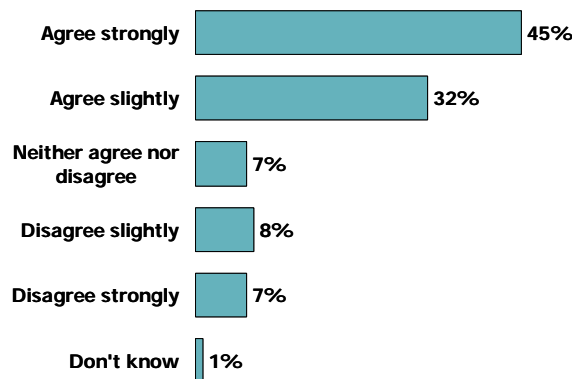
There was also a slight difference in opinion between disabled people or people with a limiting illness and those who did not have a limiting illness or disability. Around two-thirds (68%) of disabled people or people with a limiting illness of working age agreed strongly with 'back-to-work' action plans for employees who are unwell compared with around three quarters (74%) of people who did not have a limiting illness or disability of working age.

#### 4.6. A requirement for disabled people or people with ill-health to take part in work-related activity or in future, accept work they are capable of doing, otherwise face a stronger sanctions regime

There were two policy propositions/ questions included in the survey which covered disabled people or people with ill-health who, under the Green Paper proposals, will be moved to a new benefit called Employment and Support Allowance (ESA). These scenario questions asked the general public to assess whether disabled people or people with ill-health should take part in work-related activity to get them ready to start looking for work and, in time, be required to accept work that a Work Capability Assessment has identified they are capable of doing. Only ESA claimants assigned to the Work Related Activity Group would be expected to take steps to improve skills or get ready for work. If people have an illness or disability that is too severe to undertake any form of work-related activity, they will get increased financial support and will not be expected to prepare for a return to work. To ensure we received adequate feedback on these propositions, each respondent was asked about either one or the other proposition.

The chart below (Chart 5) shows general public agreement with whether a disabled person or someone with ill-health should take part in work-related activity (such as CV writing, training or other ways to manage their impairment to help them get into work) or face a stronger sanctions regime.

**Chart 5 Agreement with whether disabled people or people with ill-health should take part in work-related activity or face a stronger sanctions regime (General Public)**

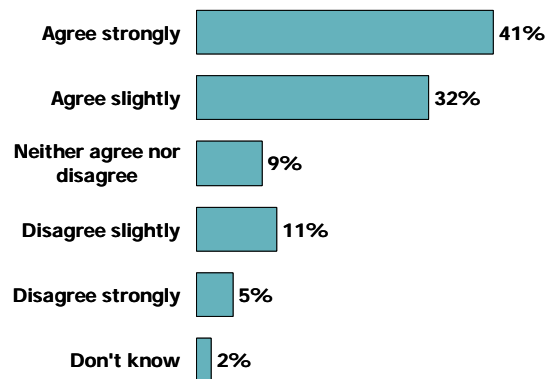


Unweighted base – all asked the question (972)

Three-quarters of the general public agreed that disabled people or people with ill-health should take part in work-related activity to get them ready for work: 45% agreed strongly and a further 32% agreed slightly. Levels of disagreement stood at 14% and 7% of respondents disagreed strongly.

Chart 6 shows the level of general public agreement with whether disabled people or people with ill-health should accept work they are capable of doing if they are not eligible for the Employment and Support Allowance after their Work Capability Assessment, but are claiming Jobseeker's Allowance.

**Chart 6 Agreement with whether disabled people or people with ill-health should in the future have to accept work that they are capable of doing or face a stronger sanctions regime (General Public)**



Unweighted base – all asked the question (968)

Levels of agreement with this policy proposition were fairly high with 4 in 10 of the general public agreeing strongly (41%) and a further third (32%) agreeing slightly. Levels of disagreement were marginally higher than other policies with 15% of the general public disagreeing overall (5% of which disagreed strongly).

There were some notable differences in opinion between demographic groups. As shown in Appendix A, among people in paid work, eight in ten (81%) agreed either strongly or agreed slightly that disabled people or people with ill-health should take part in work-related activity to help them back into work or face a stronger sanctions regime. In contrast, only 56% of people claiming out-of-work benefits agreed strongly or slightly with this policy proposition. Among disabled people or those with a limiting illness (of working age) just under six in ten (59%) agreed strongly or slightly that this should be the case compared with 81% of people who did not have a limiting illness or disability (of working age).

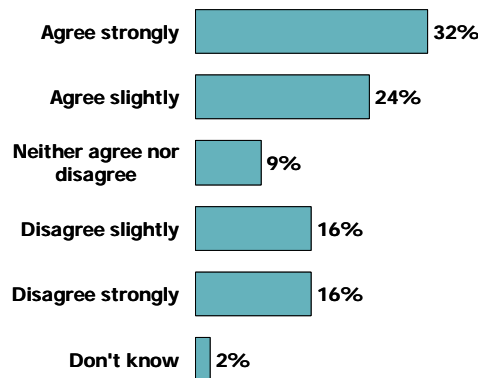
A similar pattern was observed for whether disabled people or people with ill-health should accept work that a Work Capability Assessment says they are capable of doing. Three-quarters (74%) of people in paid work agreed strongly or slightly that this should be the case compared with 60% of those claiming out-of-work benefits. Among disabled people or

people with a limiting illness (of working age) two-thirds (66%) agreed strongly or slightly with this policy proposition compared with 74% of people who did not have a limiting illness or disability (of working age). As indicated earlier, those most affected if the policy propositions are introduced tend to be somewhat less supportive of the policy.

**4.7. A requirement for partners of benefit claimants to register and actively seek work once their youngest child is age 7 or face a stronger sanctions regime**

This policy proposition asked the general public to consider whether the partner of a benefit claimant should register and actively seek work once their youngest child is aged 7, or face a stronger sanctions regime. Chart 7 shows the proportion of the general public who agreed or disagreed with this policy proposition.

**Chart 7 Agreement with a requirement for partners of benefit claimants to register and actively seek work once their youngest child is age 7 or face a stronger sanctions regime (General Public)**



Unweighted base – all asked the question (834)

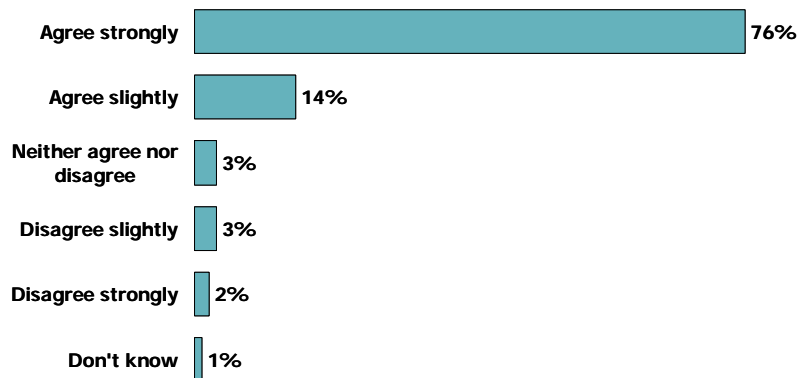
The general public were broadly in support of this policy with over half (56%) stating that they agreed that partners of benefit claimants who are capable of work should register and actively seek work once their youngest child is age 7 (32% agreed strongly and 24% agreed slightly). Levels of disagreement were higher than other policy propositions with a third of the general public disagreeing overall (32%) and 16% disagreeing strongly.

As noted with previous policy propositions, people in paid work were more likely to support this policy proposition (35% agreed strongly) compared with out-of-work benefit claimants (29% agreed strongly). Similarly, levels of agreement were lower among disabled people or people with a limiting illness of working age (only 28% agreed strongly compared with 37% of people who did not have a limiting illness or disability of working age).

#### 4.8. A requirement for unemployed drug users to tackle their problem or face a stronger sanctions regime

This scenario question assessed whether the general public agreed or disagreed that drug users who are claiming benefits should be required to take up a drug treatment programme to tackle their problem or face a stronger sanctions regime. The level of general public agreement with this policy proposition is shown in Chart 8.

**Chart 8 Agreement with a requirement for unemployed drug users to attend a drug treatment programme to tackle their problem or face a stronger sanctions regime (General Public)**



Unweighted base – all asked the question (803)

This was the second most popular Green Paper proposition covered in the survey with three-quarters of the general public (76%) agreeing strongly and 9 in 10 (90%) agreeing at all. Levels of disagreement were very low among the general public (only 5% disagreed).

Levels of agreement were very high for this proposition across all respondent types. Analysis by demographic group is shown in Appendix B but none of the differences were statistically significant.

#### 4.9. Summary

- The vast majority of policy propositions included in the survey enjoyed very high levels of general public support with at least 8 in 10 people agreeing strongly or slightly with each.
- 'Back-to-work' action plans agreed between employees on sick leave and employers to set out steps needed to support a quick return to work and drug treatment programmes for unemployed drug users to tackle their problems were the most popular Green Paper

policy propositions covered in the survey with 9 in 10 of the general public agreeing strongly or slightly.

- The requirement for partners of benefit claimants to register and actively seek work once their youngest child is 7 was supported by around a half of the general public who agreed strongly or slightly. This was the least well received policy proposition covered in the survey.
- People who were in paid work were more likely to support all the Green Paper policy propositions covered in the survey, with the exception of the policy proposition to pay a 'skills for work' premium to encourage lone parents with young children to participate in work-related training.
- People who would be most affected if the Green Paper policy propositions are introduced, for example lone parents, disabled people or people with a limiting illness or people claiming out-of-work benefits, were less likely to agree with policy propositions involving a stronger sanctions regime if benefit claimants are non-compliant.
- In contrast, Green Paper policy propositions that involved a stronger sanctions regime were more appealing to those in paid work.

Around three-quarters of the general public supported the policy propositions which relate to the introduction of Employment and Support Allowance and any future requirement for those claimants to take part in work-related activity, and/or work that they are capable of doing. Both these policy propositions were less popular among disabled people or people with a limiting illness of working age than among those who did not have a limiting illness or disability of working age. It should be noted that only ESA claimants assigned to the Work Related Activity Group would be expected to take steps to improve skills or get ready for work. If people have an illness or disability that is too severe to undertake any form of work-related activity, they will get increased financial support and will not be expected to prepare for a return to work.

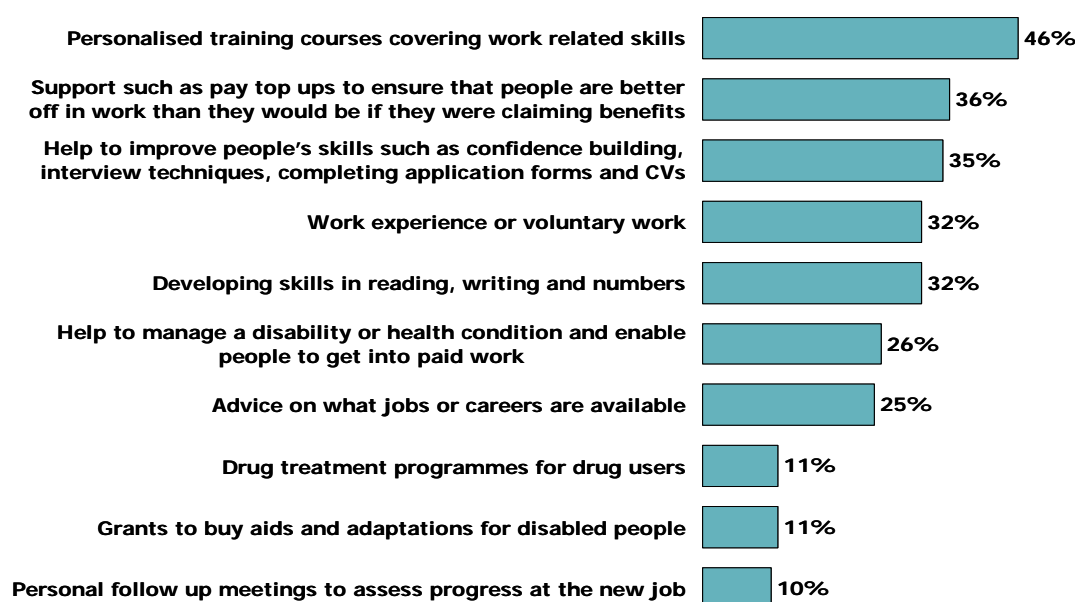
## 5. Types of support and responsibilities

### 5.1. Types of support to help getting into paid work

As part of the survey, respondents were shown a list of types of support that might be useful in helping people get into paid work and asked to choose up to three types of support which they thought would be most helpful.

Chart 9 shows the types of support which were considered to be most useful by the general public in helping people get into paid work.

**Chart 9** Types of support considered helpful to get into paid work



**Unweighted base - all respondents (1940)**

**All responses greater than 5% total mention shown**

Assistance that related to the development of people's skills received popular support from the general public, with three of the top five mentions relating to this theme. Personalised training courses covering work related skills (46%), help to improve people's skills such as confidence building and interview techniques (35%) and developing skills in reading, writing and numbers (32%) were all mentioned by more than three in ten respondents.

Conversely, support in the form of careers advice was not felt to be as important, with a quarter of the general public thinking that advice on what jobs or careers are available would help people to get into paid work (25%) and one in ten that personal follow up meetings to assess progress at the new job would be useful (10%).

Perhaps surprisingly, financial support such as pay top ups to ensure that people were better off in work than if they were claiming benefits (36%) was only mentioned by a third of respondents. However, respondents with children and lone parents in particular were more likely to mention that this might be useful in helping people into work (mentioned by 40% of those with children and 52% of lone parents compared with 34% of those with no children). Indeed, the qualitative research had identified concerns amongst those with children (and especially lone parents) about the financial benefits of going back to work once childcare costs are taken into account and this seems to be reflected by the quantitative research also.

For younger respondents (in particular those under 25), financial support was seen to be less useful in helping people into work than obtaining careers advice. Just one in five under 25s (19%) considered that financial support such as pay top ups might be useful (compared with 40% of 25-44 year olds and 44% of 45-64 year olds), whilst nearly a third identified advice on what jobs or careers are available as one of the most helpful forms of support (31% of under 25s and 25% of 25-44 year olds compared with 20% of 45-64 year olds). In addition, 13% of under 25s considered that personal follow up meetings to assess progress at a new job would be useful support (compared with 8% of 45-64 year olds), reflective of the stage this age group are at in their working lives.

Respondents who were claiming out-of-work benefits were less likely than those who were working in a paid job to consider that some skills development would be helpful. In particular, those claiming out-of-work benefits were less likely to consider work experience or voluntary work to be useful (28% compared with 36% of those working in a paid job) or developing skills in reading, writing and numbers (21% of those claiming out-of-work benefits compared with 34% of those working in a paid job). The qualitative research has already raised a number of concerns amongst benefit claimants in relation to people having to undertake work experience or voluntary work and this would also seem to be in evidence here. Respondents who were claiming out-of-work benefits were, however, more likely than those in paid work to consider that grants to buy aids and adaptations for disabled people (15% compared with 8%) and drug treatment programmes for drug users (15% compared with 10%) would be useful in helping people into work.

There were further differences between certain sub-groups of respondents who were more likely to identify specific types of support that could be seen to be more relevant to their circumstances:

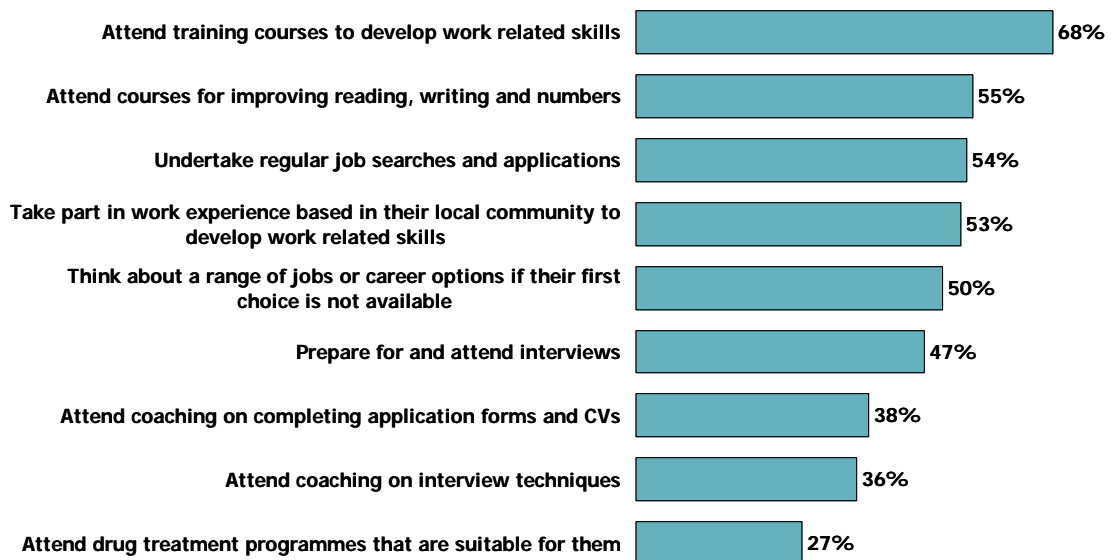
- Carers were more likely to answer that obtaining help to manage a disability or health condition and enable people to get into paid work would be most helpful (34%, compared with 25% of non-carers).

→ A smaller proportion of disabled people or those with a limiting illness of working age felt that receiving advice on what jobs or careers are available would be helpful (17%) compared with those who did not have a limiting illness or disability of working age (26%).

## 5.2. Responsibilities people should take to get ready for work

All respondents were then asked to consider the types of additional things that people not in work should have to take responsibility for which would get them ready for work. They were shown a list of possible answers and could choose as many or as few as they wished. Chart 10 shows the responses for the general public.

**Chart 10 Responsibilities people should take to get ready for work**



**Unweighted base – all respondents (1940)**

**All responses greater than 5% total mention shown**

Similar to the previous question which asked about the most useful types of support to help people get into paid work, it was felt that people should have to take responsibility for attending courses to develop their work skills (with over two-thirds mentioning courses to develop work related skills (68%) and more than half mentioning courses for improving reading, writing and numbers (55%)). Despite the fact that 54% of the general public considered that people should be responsible for undertaking regular job searches and applications, it was not considered as important that people take responsibility for furthering their chances of success by attending coaching on completing application forms (38%) or interview techniques (36%).

People who were working in paid jobs generally felt that people should be responsible for doing a greater number of things to get ready for work, mentioning 4.56 things on average, whilst those claiming out-of-work benefits thought people should be expected to do fewer things (average of 3.55 mentions).

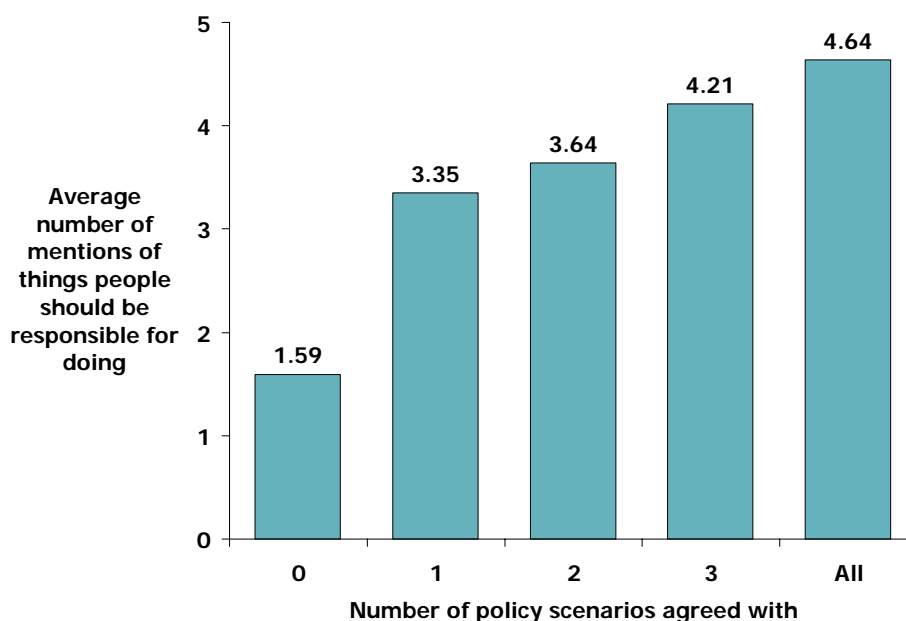
Respondents aged under 25 were less likely than older respondents of a working age to think that people should be responsible for developing their work related skills, either through attending training courses (60% of under 25s compared with 70% of 25-64 year olds) or taking part in work experience (47% of under 25s compared with 56% of 45-64 year olds). However, there were no further differences in the responses of younger and older respondents of a working age.

Certain respondent types were less likely to say people should be responsible for doing particular things to get ready for work, which could be related to their particular circumstances.

- Disabled people or people with a limiting illness (of working age) were less likely than those who did not have a limiting illness or disability (of working age) to say that people should be expected to either undertake regular job searches and applications (45% compared with 58%) or prepare for and attend interviews (36% compared with 50%).
- Lone parents who were not working were less likely than average to think people should be responsible for taking part in work experience (41% compared with 53% of the general public) or considering a range of jobs or career options if their first choice is not available (42% compared with 50% of the general public).
- In contrast with lone parents, those with caring responsibilities felt that people should demonstrate greater flexibility towards the things they should be responsible for doing to get them ready for work, in particular by taking part in work experience (mentioned by 60% of carers compared with 52% of those with no caring responsibilities) or thinking about a range of jobs or careers if their first choice is not available (58% compared with 49%).

Overall, as would be expected, it was found that the number of mentions of additional things that people should be expected to take responsibility for doing to get ready for work related to the levels of agreement with the policy scenarios. Those who did not agree with any of the policy scenarios only mentioned 1.59 activities they thought people should take responsibility for in preparing for work. In contrast, respondents who agreed with all four scenarios they were asked about mentioned just under five (4.64) activities. This is shown by Chart 11.

**Chart 11** Levels of support for policy scenarios in relation to the number of mentions of things that people should be responsible for doing to get ready for work



### 5.3. Summary

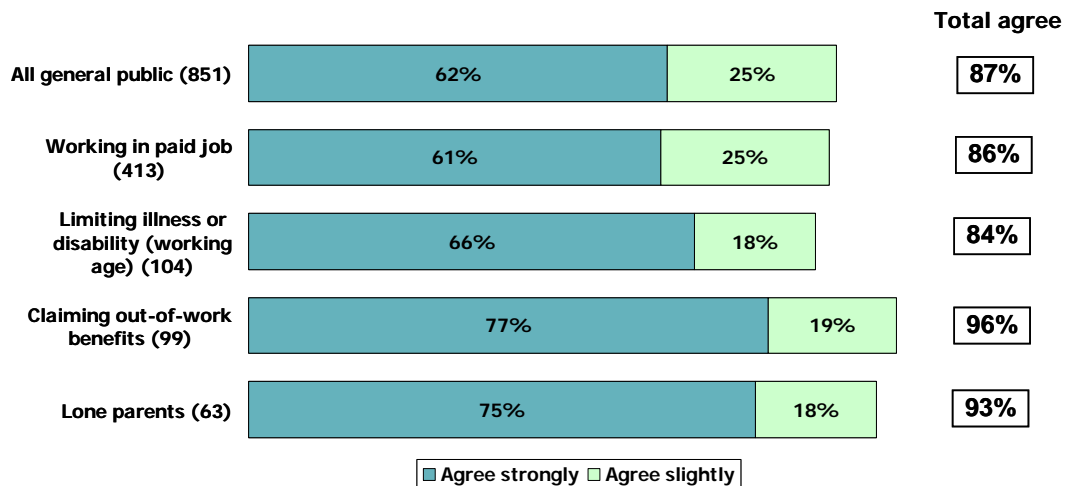
- The provision of training to develop people's work related skills (including literacy and numeracy, as well as self confidence) was considered to be the most useful type of support to help people into paid work
- Offering financial assistance in form the form of top up payments to ensure that people are better off working than claiming benefits was popular among parents and especially lone parents, who may have particular concerns about the benefits of entering work in relation to childcare costs
- People aged under 25 and who may be at the start of their working lives, were more likely to say careers advice and support would prove most helpful in getting people into work
- Concerns raised by benefit claimants during the qualitative research about undertaking work experience or voluntary work were evident, as only 28% of those claiming out-of-work benefits felt this would be most useful to help people into paid work, compared with 36% of those working in a paid job

- When asked what additional things people should take responsibility for doing to get them ready for work, attending training courses in work related or basic skills were the most frequently mentioned responses
  
- Working respondents thought people should be responsible for doing a greater number of things to get ready for work (mentioning on average 4.56 things), than those claiming out-of-work benefits (an average of 3.55 mentions)
  
- People who thought that benefit claimants should be responsible for doing a greater number of things to prepare for work were also more likely to agree with the scenario questions

## Appendices

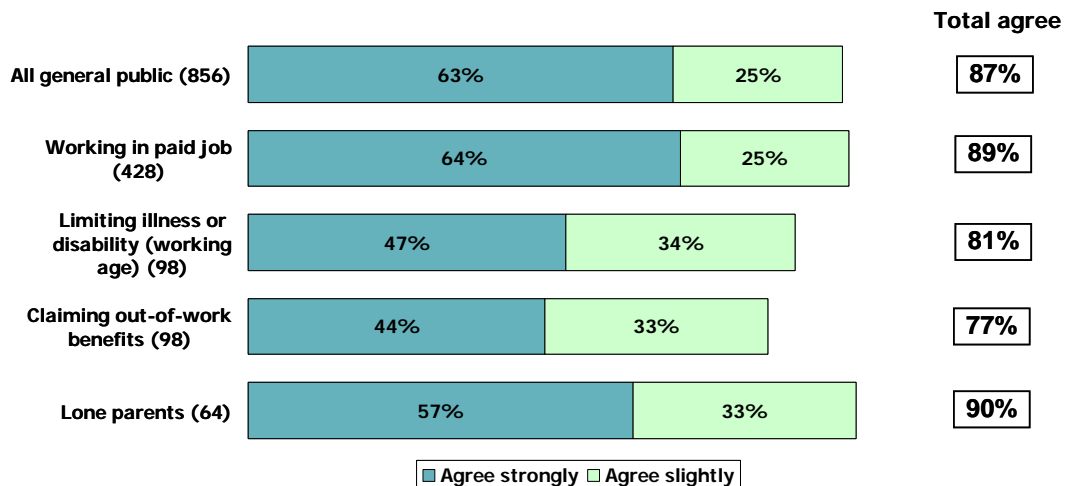
### Appendix A: Charts showing responses by key respondent type

**Chart 12 Agreement with a 'skills for work' premium to encourage lone parents with younger children to participate in work-related training**



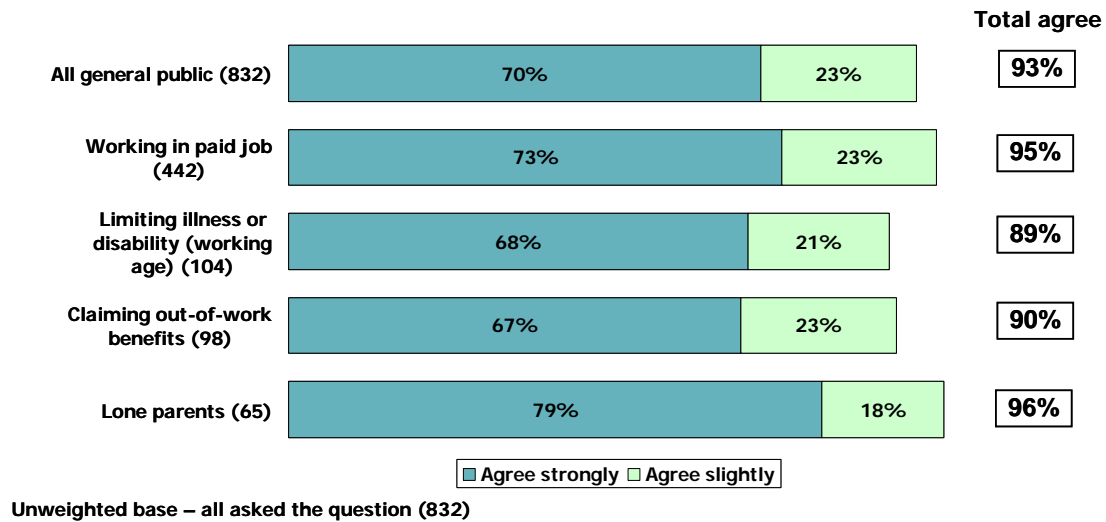
Unweighted base – all asked the question (851)

**Chart 13 Agreement that JSA claimants should attend relevant skills training where this addresses a skills gap that has been identified as a barrier to work or face a stronger sanctions regime**

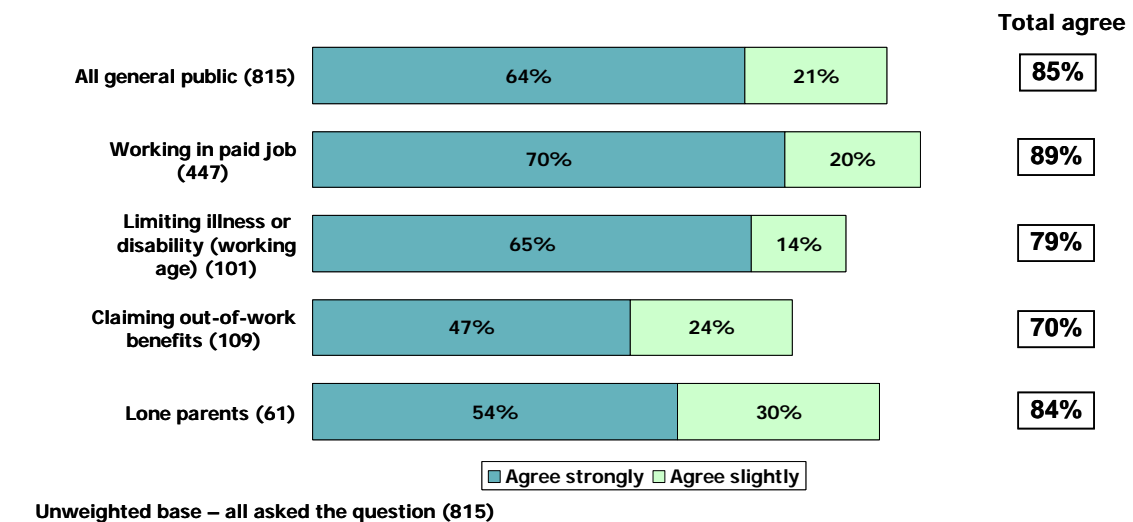


Unweighted base – all asked the question (856)

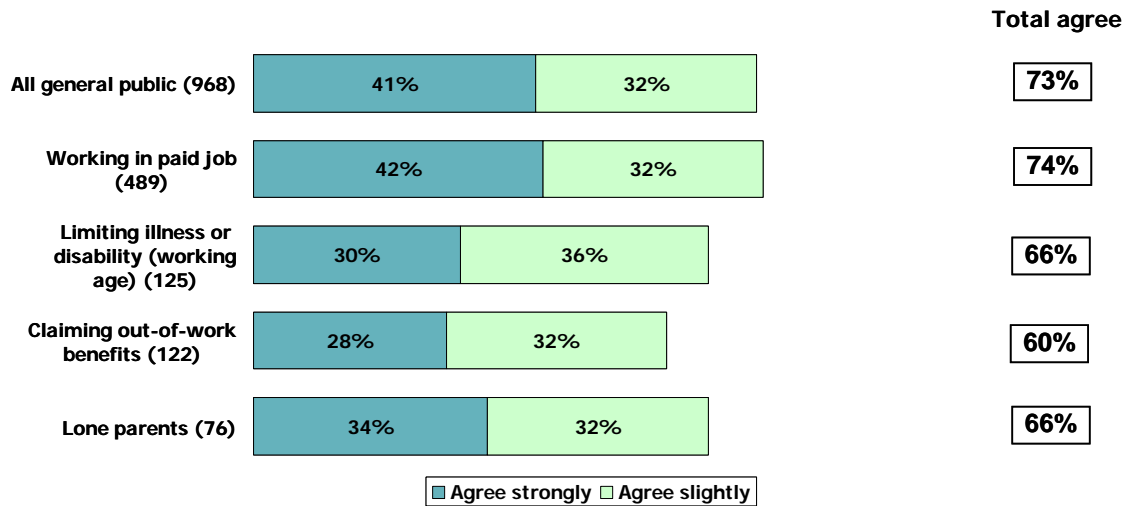
**Chart 14 Agreement that employees who are unwell should agree a 'back-to-work' action plan that will set out the steps needed to support a quick return to work**



**Chart 15 Agreement with a requirement for people who have been claiming JSA for more than two years to undertake work for their benefit or face a stronger sanctions regime**

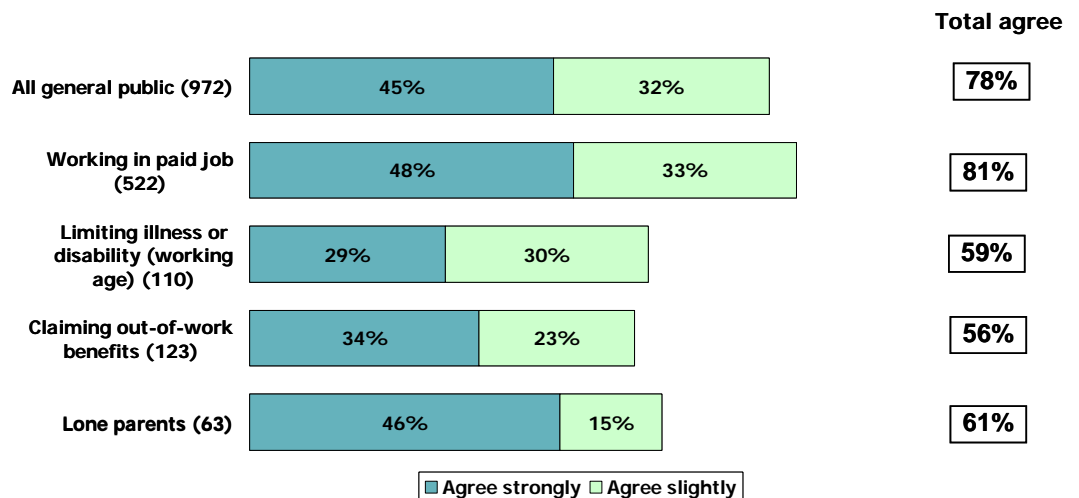


**Chart 16 Agreement with whether disabled people or people with ill-health should, in the future, have to accept work that a Work Capability Assessment has identified they can do or face a stronger sanctions regime**



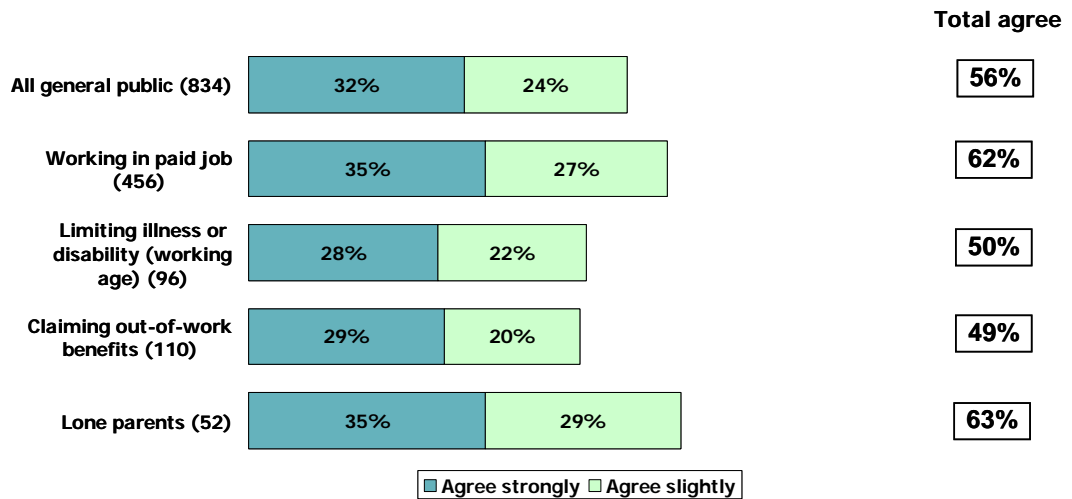
Unweighted base – all asked the question (968)

**Chart 17 Agreement with a requirement for disabled people or people with ill-health to take part in work-related activity or face a stronger sanctions regime**



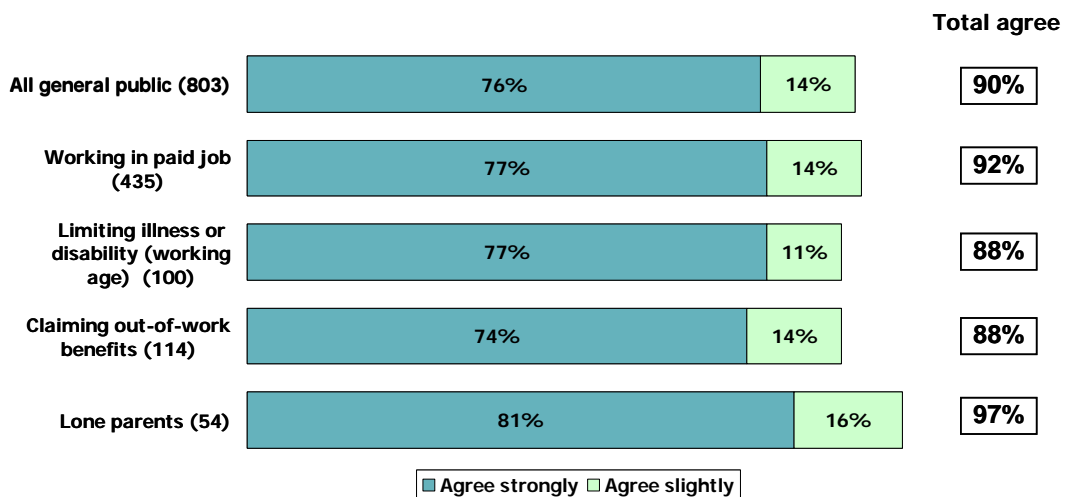
Unweighted base – all asked the question (972)

**Chart 18 Agreement with a requirement for partners of benefit claimants to register and actively seek work once their youngest child is age 7 or face a stronger sanctions regime**



Unweighted base – all asked the question (834)

**Chart 19 Agreement with a requirement for unemployed drug users to attend a drug treatment programme to tackle their problem or face a stronger sanctions regime**



Unweighted base – all asked the question (803)

**Chart 20** Types of support that would be most useful in helping people get into work or return to work

	Total	Working paid job	Limiting illness/disability (working age)	Claiming out-of-work benefits	Lone parent not working
<b>Base: All respondents</b>	<b>(1940)</b>	<b>(1011)</b>	<b>(235)</b>	<b>(245)</b>	<b>(80)</b>
Personalised training courses covering work related skills	46	48	47	47	48
Support such as pay top ups to ensure that people are better off in work than they would be if they were claiming benefits	36	38	36	39	42
Help to improve people's skills such as confidence building, interview techniques, completing application forms and CVs	35	38	35	35	38
Work experience or voluntary work	32	36	32	28	25
Developing skills in reading, writing and numbers	32	34	30	21	23
Help to manage a disability or health condition and enable people to get into paid work	26	29	30	23	23
Advice on what jobs or careers are available	25	24	17	20	20
Drug treatment programs for drug users	11	10	15	15	13
Grants to buy aids and adaptations for disabled people	11	8	12	15	22
Personal follow up meetings to assess progress at the new job	10	10	10	12	12

**Chart 21** Additional things that people should take responsibility for doing to get them ready for work

	Total	Working paid job	Limiting illness/disability (working age)	Claiming out-of-work benefits	Lone parent not working
<b>Base: All respondents</b>	<b>(1940)</b>	<b>(1011)</b>	<b>(235)</b>	<b>(245)</b>	<b>(80)</b>
Attend training courses to develop work related skills	68	70	65	60	68
Attend courses for improving reading, writing and numbers	55	57	51	52	55
Undertake regular job searches and applications	54	57	45	45	48
Take part in work experience based in their local community to develop work related skills	53	57	48	40	41
Think about a range of jobs or career options if their first choice is not available	50	54	47	40	42
Prepare for and attend interviews	47	50	36	37	34
Attend coaching on completing application forms and CVs	38	43	35	31	41
Attend coaching on interview techniques	36	40	33	29	36
Attend drug treatment programmes that are suitable for them	27	29	29	22	20

**Appendix B: Tables showing responses by key demographic groups**

**Table 3. Agreement with a 'skills for work' premium to encourage lone parents with younger children to participate in work-related training (by age, gender, socio-economic grade, region and limiting illness/disability)**

Unweighted Base: All respondents asked Q6b		Unwtd Base	% Agree strongly	% Agree slightly	% Neither / nor	% Disagree slightly	% Disagree strongly	% Don't know
Total		851	62	25	3	5	3	2
Age	Under 25	102	56	27	6	7	1	3
	25-44	300	64	22	3	4	5	2
	45-64	266	68	24	2	5	1	1
	65+	183	55	30	2	5	5	3
Gender	Male	381	63	25	2	6	3	2
	Female	470	62	25	4	4	3	2
SEG	AB	202	67	22	3	3	2	3
	C1C2	387	60	27	2	6	4	1
	DE	262	63	24	4	4	2	3
Region	England	742	62	24	3	5	3	2
	Scotland	68	60	34	4	2	1	-
	Wales	41	72	26	-	2	-	-
Limiting illness/ disability (working age)	Yes	104	66	18	2	9	3	2
	No	490	63	25	3	4	3	1

**Table 4. Agreement that JSA claimants should attend relevant skills training where this addresses a skills gap that has been identified as a barrier to work or face a stronger sanctions regime (by age, gender, socio-economic grade, region and limiting illness/disability)**

Unweighted Base: All respondents asked Q6c		Unwtd Base	% Agree strongly	% Agree slightly	% Neither / nor	% Disagree slightly	% Disagree strongly	% Don't know
Total		856	63	25	4	5	3	1
Age	Under 25	110	62	24	6	4	3	1
	25-44	313	61	28	4	4	3	1
	45-64	249	62	23	4	8	3	-
	65+	184	67	24	3	4	2	-
Gender	Male	376	61	26	4	4	3	1
	Female	480	64	24	4	6	3	*
SEG	AB	197	68	23	3	4	2	-
	C1C2	418	65	24	4	4	3	*
	DE	241	54	29	5	7	3	1
Region	England	754	64	24	4	5	3	1
	Scotland	63	51	32	6	6	5	-
	Wales	39	55	31	2	12	-	-
Limiting illness/ disability (working age)	Yes	98	47	34	2	11	5	1
	No	505	64	24	4	5	3	*

**Table 5. Agreement that employees who are unwell should agree a 'back-to-work' action plan that will set out the steps needed to support a quick return to work (by age, gender, socio-economic grade, region and limiting illness/disability)**

Unweighted Base: All respondents asked Q6d		Unwtd Base	% Agree strongly	% Agree slightly	% Neither / nor	% Disagree slightly	% Disagree strongly	% Don't know
Total		832	70	23	4	1	1	1
Age	Under 25	98	73	24	3	-	-	-
	25-44	299	70	22	4	1	2	1
	45-64	256	73	21	2	2	1	-
	65+	179	64	27	5	2	-	3
Gender	Male	363	67	24	5	2	2	1
	Female	469	73	22	2	1	1	1
SEG	AB	193	73	22	3	*	1	-
	C1C2	404	71	24	3	1	1	1
	DE	235	67	22	5	3	1	2
Region	England	732	71	22	3	1	1	1
	Scotland	58	65	25	9	1	-	-
	Wales	42	55	39	3	-	-	3
Limiting illness/ disability (working age)	Yes	98	68	21	6	1	3	1
	No	505	74	23	2	1	*	*

**Table 6. Agreement with a requirement for people who have been claiming JSA for more than two years to undertake work for their benefit or face a stronger sanctions regime (by age, gender, socio-economic grade, region and limiting illness/disability)**

Unweighted Base: All respondents asked Q6e		Unwtd Base	% Agree strongly	% Agree slightly	% Neither / nor	% Disagree slightly	% Disagree strongly	% Don't know
Total		815	64	21	5	4	4	2
Age	Under 25	96	65	20	6	6	1	2
	25-44	310	65	23	3	3	4	1
	45-64	246	65	18	4	5	7	1
	65+	163	60	23	8	3	2	4
Gender	Male	372	65	19	4	5	6	1
	Female	443	64	23	5	3	2	2
SEG	AB	172	70	23	3	2	2	-
	C1C2	397	67	19	4	4	3	1
	DE	246	55	23	7	5	8	3
Region	England	706	65	21	4	3	4	2
	Scotland	61	52	21	11	12	5	-
	Wales	48	68	18	3	4	4	3
Limiting illness/ disability (working age)	Yes	101	65	14	4	5	10	1
	No	482	68	20	3	4	4	1

**Table 7. Agreement with whether disabled people or people with ill-health should, in the future, have to accept work that a Work Capability Assessment has identified they can do or face a stronger sanctions regime (by age, gender, socio-economic grade, region and limiting illness/disability)**

Unweighted Base: All respondents asked Q6f		Unwtd Base	% Agree strongly	% Agree slightly	% Neither / nor	% Disagree slightly	% Disagree strongly	% Don't know
Total		968	41	32	9	11	5	2
Age	Under 25	118	42	37	8	9	2	2
	25-44	344	39	30	10	15	6	1
	45-64	284	39	33	11	11	5	1
	65+	222	47	33	8	5	4	4
Gender	Male	450	44	29	8	12	5	2
	Female	518	38	36	11	9	4	3
SEG	AB	207	45	31	7	13	4	-
	C1C2	463	41	34	11	10	3	3
	DE	298	39	31	9	11	9	3
Region	England	847	42	32	9	10	4	2
	Scotland	71	24	41	12	17	5	-
	Wales	50	54	21	9	4	7	4
Limiting illness/ disability (working age)	Yes	125	30	36	10	9	15	1
	No	540	42	32	10	12	3	1

**Table 8. Agreement with a requirement for disabled people or people with ill-health to take part in work-related activity or face a stronger sanctions regime (by age, gender, socio-economic grade, region and limiting illness/disability)**

Unweighted Base: All respondents asked Q6g		Unwtd Base	% Agree strongly	% Agree slightly	% Neither / nor	% Disagree slightly	% Disagree strongly	% Don't know
Total		972	45	32	7	8	7	1
Age	Under 25	115	39	42	7	7	4	-
	25-44	379	45	33	7	7	6	2
	45-64	300	45	29	5	10	10	1
	65+	178	49	31	9	6	5	1
Gender	Male	426	46	31	7	9	6	1
	Female	546	44	34	6	7	7	1
SEG	AB	231	51	37	4	4	2	2
	C1C2	450	49	31	6	8	6	1
	DE	291	35	31	11	11	11	1
Region	England	846	47	32	7	7	6	1
	Scotland	72	32	33	6	15	15	-
	Wales	54	33	37	9	15	6	-
Limiting illness/ disability (working age)	Yes	110	29	30	6	13	20	3
	No	607	47	34	6	8	5	1

**Table 9. Agreement with a requirement for partners of benefit claimants to register and actively seek work once their youngest child is age 7 or face a stronger sanctions regime (by age, gender, socio-economic grade, region and limiting illness/disability)**

Unweighted Base: All respondents asked Q6h		Unwtd Base	% Agree strongly	% Agree slightly	% Neither / nor	% Disagree slightly	% Disagree strongly	% Don't know
Total		834	32	24	9	16	16	2
Age	Under 25	94	29	30	14	14	10	3
	25-44	333	39	27	7	14	12	1
	45-64	239	30	18	8	17	25	2
	65+	168	22	22	13	22	17	4
Gender	Male	391	29	25	10	18	17	1
	Female	443	35	23	9	14	16	3
SEG	AB	180	34	22	8	18	18	1
	C1C2	391	29	26	9	17	17	2
	DE	263	35	22	10	15	14	3
Region	England	725	33	24	9	17	15	2
	Scotland	61	21	30	12	11	24	2
	Wales	48	37	23	9	9	19	3
Limiting illness/ disability (working age)	Yes	96	28	22	9	12	26	2
	No	505	37	25	7	15	14	1

**Table 10. Agreement with a requirement for unemployed drug users to attend a drug treatment programme to tackle their problem or face a stronger sanctions regime (by age, gender, socio-economic grade, region and limiting illness/disability)**

Unweighted Base: All respondents asked Q6i		Unwtd Base	% Agree strongly	% Agree slightly	% Neither / nor	% Disagree slightly	% Disagree strongly	% Don't know
Total		803	76	14	3	3	2	1
Age	Under 25	97	77	12	5	4	1	1
	25-44	308	78	14	2	4	1	1
	45-64	249	76	15	4	2	3	1
	65+	149	74	14	4	3	2	3
Gender	Male	370	77	15	3	3	1	1
	Female	433	76	14	4	3	2	1
SEG	AB	178	77	12	4	3	3	1
	C1C2	359	78	15	3	2	1	1
	DE	266	74	14	4	4	3	1
Region	England	696	76	14	4	3	2	1
	Scotland	57	78	18	-	4	-	-
	Wales	50	80	13	2	2	2	1
Limiting illness/ disability (working age)	Yes	100	77	11	4	5	2	1
	No	489	78	14	3	3	1	*

**Table 11. Types of support that would be most useful in helping people get into work or return to work (by age, gender, socio-economic grade, region, limiting illness/disability and caring responsibility)**

Unweighted Base: All respondents asked Q4a		Unweighted Base	Personalised training courses covering work related skills	Support such as pay top ups to ensure that people are better off in work than they would be claiming benefits	Help to improve people's skills such as confidence building, interview techniques, completing application forms and CVs	Work experience or voluntary work	Developing skills in reading, writing and numbers	Help to manage a disability or health condition and enable people to get into paid work	Advice on what jobs or careers are available	Drug treatment programmes for drug users	Grants to buy aids and adaptations for disabled people	Personal follow up meetings to assess progress at the new job	Don't know
Total		1940	46	36	35	32	32	26	25	11	11	10	2
Age	Under 25	233	48	19	34	36	37	25	31	13	17	13	3
	25-44	723	48	40	38	35	31	25	25	13	8	10	1
	45-64	584	49	44	39	32	32	30	20	8	9	8	1
	65+	400	38	29	26	26	32	24	30	12	14	9	5
Gender	Male	876	48	36	35	33	31	25	28	12	10	10	2
	Female	1064	44	36	36	32	34	27	23	10	12	9	3
SEG	AB	438	46	42	38	33	39	29	26	10	8	10	1
	C1C2	913	47	35	36	34	32	28	27	11	10	9	1
	DE	589	44	33	33	29	27	22	22	12	15	10	5

Unweighted Base: All respondents asked Q4a		Unweighted Base	Personalised training courses covering work related skills	Support such as pay top ups to ensure that people are better off in work than they would be claiming benefits	Help to improve people's skills such as confidence building, interview techniques, completing application forms and CVs	Work experience or voluntary work	Developing skills in reading, writing and numbers	Help to manage a disability or health condition and enable people to get into paid work	Advice on what jobs or careers are available	Drug treatment programmes for drug users	Grants to buy aids and adaptations for disabled people	Personal follow up meetings to assess progress at the new job	Don't know
Total		1940	46	36	35	32	32	26	25	11	11	10	2
Region	England	1693	47	35	35	32	32	26	25	11	11	9	2
	Scotland	143	40	37	39	34	34	28	26	12	10	11	1
	Wales	104	43	43	40	33	28	25	28	4	8	10	2
Limiting illness/disability (working age)	Yes	235	47	36	35	32	30	30	17	15	12	10	3
	No	1147	50	38	39	35	33	26	26	10	9	9	1
Caring responsibilities	Full-time	51	37	34	34	39	26	37	17	6	18	4	3
	Part-time	295	44	41	39	33	33	34	23	13	10	7	-
	None	1567	47	36	35	33	33	25	26	11	11	10	2

**Table 12. Additional things that people should take responsibility for doing to get them ready for work (by age, gender, socio-economic grade, region, limiting illness/disability and caring responsibility)**

Unweighted Base: All respondents asked Q4b		Unweighted base	Attend training courses to develop work related skills	Attend courses for improving reading, writing and numbers	Undertake regular job searches and applications	Take part in work experience based in their local community to develop work related skills	Think about a range of jobs or career options if their first choice is not available	Prepare for and attend interviews	Attend coaching on completing application forms and CVs	Attend coaching on interview techniques	Attend drug treatment programmes that are suitable for them	Don't know
Total		1940	68	55	54	53	50	47	38	36	27	2
Age	Under 25	233	60	55	55	47	47	50	43	33	26	2
	25-44	723	70	55	56	54	51	47	40	40	29	1
	45-64	584	70	55	55	56	53	48	40	39	28	1
	65+	400	65	53	48	49	46	42	30	29	25	4
Gender	Male	876	67	54	55	52	50	46	38	36	26	1
	Female	1064	69	55	53	54	50	48	39	37	29	3
SEG	AB	438	72	61	62	59	57	55	46	44	34	1
	C1C2	913	70	53	56	55	52	48	39	37	28	1
	DE	589	61	54	44	44	43	39	32	30	23	3
Region	England	1693	68	56	55	53	50	46	39	37	28	2
	Scotland	143	64	46	43	53	51	45	37	31	26	2
	Wales	104	73	40	53	53	51	51	34	37	22	5

Unweighted Base: All respondents asked Q4b		Unweighted base	Attend training courses to develop work related skills	Attend courses for improving reading, writing and numbers	Undertake regular job searches and applications	Take part in work experience based in their local community to develop work related skills	Think about a range of jobs or career options if their first choice is not available	Prepare for and attend interviews	Attend coaching on completing application forms and CVs	Attend coaching on interview techniques	Attend drug treatment programmes that are suitable for them	Don't know
Total		1940	68	55	54	53	50	47	38	36	27	2
Limiting illness/disability (working age)	Yes	235	65	51	45	48	47	36	35	33	29	2
	No	1147	69	56	58	55	52	50	42	39	28	1
Caring responsibilities	Full-time	51	79	46	47	47	58	34	34	32	28	2
	Part-time	295	73	57	54	62	58	46	42	36	31	*
	None	1567	67	55	55	52	49	47	38	37	27	2

## **Appendix C: GfK NOP Random Location Omnibus Sample Design**

The GfK NOP Random Location Omnibus employs a quota sample of individuals with randomly selected sampling points. The sample design is essentially a 3-stage design, sampling first parliamentary constituencies, then Output Areas (OAs) within those selected constituencies and finally respondents within the Output Areas. The sample is based on 175 sampling points.

### **The selection of Parliamentary Constituencies**

The first-stage sampling units for the survey are parliamentary constituencies, selected in the following way. The 641\* parliamentary constituencies of Great Britain are classified into the Register General's ten Standard Regions. In Scotland, a further classification was by the new Strathclyde Region and the rest of Scotland. In Wales, the South East was classified separately from the rest of Wales. Within each Standard Region, constituencies are classified into four urban/rural types as follows:

#### **1. Metropolitan county**

Those constituencies which lie completely within the area of the eight Metropolitan Counties of Great Britain. It is appreciated that such areas now technically do not exist but they are still convenient building blocks for sample design.

In the case of the North West Standard Region, which contains two Metropolitan Counties, the constituencies of the Greater Manchester MC were classified and listed separately from those of the Merseyside MC. Similarly, for the Yorkshire and Humberside Standard Region, the constituencies of the South Yorkshire MC were listed separately from those of the West Yorkshire MC.

In Greater London, constituencies north of the river Thames were listed separately from those south of the river. These were further sub-divided into east and west for each side of the river.

\* For practical reasons, two constituencies (Orkney and Shetland, and Western Isles) are not included in the sampling frame from which constituencies are selected.

## 2. Other 100% Urban

All urban constituencies, other than Metropolitan County constituencies, in which the population density was greater than 7 persons per hectare.

## 3. Mixed Urban/Rural

Constituencies, consisting of a mixture of urban and rural local authority areas, in which the population was greater than 1.5 and less than 7 persons per hectare.

## 4. Rural

Constituencies, consisting of a mixture of urban and rural local authority areas, in which the population density was less than 1.5 persons per hectare.

Within each of the resultant 46 cells, as a final stratification, constituencies are listed in order of the percentage of people resident in households whose head is in socio-economic Groups 1, 2, 3, 4 or 13 (approximates to Social Grades A&B).

When all the constituencies have been listed in the above way, the electorate of each constituency is entered on the list and a cumulative total of electors by constituency is formed. The selection is done in the following way. From the file of 639 constituencies, a sample of 175 must be drawn. To draw this sample, the following procedure is undertaken. The total number of cumulative electors (N) on the list is divided by 175 and a random number between 1 and  $N/175$  is selected.

This random number identifies an elector, in the cumulative total of electors, and the constituency this elector is in becomes the first selected constituency in the sample. To obtain the other 174 constituencies, the sampling interval  $N/175$  is added on 174 times to the initial random number. This produces 175 cells all containing  $N/175$  electors. Within each cell a random number between 1 and  $N/175$  is selected. This random number identifies an elector, in the cumulative total of electors for that cell, and the constituency this elector is in is selected. This procedure is repeated for all 175 cells. Thus a sample of 175 constituencies is produced.

### **The Selection of Output Areas**

Within each selected constituency, an Output Area is selected for each wave of the Omnibus. These OAs are selected at random, but with some stratification control so that the sample of OAs drawn is representative of the sample of constituencies and therefore of Great Britain in demographic terms. The variables used for stratification are essentially age, sex, social class, and geodemographic profile (Mosaic classification). Once the OAs have been selected, the profile of the aggregated set of OAs is checked against the national profile to ensure that is representative. Each OA is a small area,

containing in average around 120 households. Each OA is therefore homogenous, with the people living within it being fairly similar in social grade terms.

Therefore, when quotas are set for interviewing within each OA, the variables we control for are age and sex within working status. No quota is set for social grade, as the selection of OAs ensures that the sample is balanced in this respect.

This procedure is repeated for each wave of the Omnibus, producing a different sample of OAs for each week of fieldwork.

### **The Selection of respondents**

For each selected OA, a list of all residential addresses is produced. This listing is taken from the Postal Address File, which is a listing of all addresses within Great Britain, and is updated monthly. The interviewer uses this list to identify the households at which they can interview.

In addition to the address listing for an OA, the interviewer is also given a quota sheet, which determines what sort of people they must interview. Each interviewer must interview 12 people within an OA, and the quotas are different for each OA in order to reflect the demographic profile of that area. Overleaf is an example of a quota sheet.

The quotas are set in terms of age and sex within working status. No quota is set for social class, as the selection of OAs ensures that the sample is balanced in this respect.

<b>QUOTA SHEET</b>	
Constituency	BEDFORDSHIRE MID
Constituency number	2152A47
Sample code	100
	<b>SET</b> <b>ACHIEVED</b>
15-34	5
35-54	4
55+	3
Men full-time	3
Men not full-time	2
Women working	3
Women not working	4

## Appendix D: Final questionnaire

### INTRODUCTION

I have some questions about people's views of the benefits system. When we talk about benefits, we mean the types of benefits people claim when they are not working, for example Jobseekers Allowance, Income Support and Incapacity Benefit.

We are interested in your honest views (even if you have no direct contact with the system). Please note, anything you tell us will not affect your entitlement to benefits.

- Your name and individual details will remain confidential to the research company and will not be revealed to the Department for Work and Pensions (DWP) or Job Centre Plus (which is part of the DWP) or any other organisation
- INTERVIEWER ADD IF NECESSARY: DWP was previously known as DSS (Department for Social Security) and DHSS (Department for Health and Social Security)

### General views on the benefit system

Q1) To what extent do you agree or disagree with the following:

- The government should provide financial support to those who are really in need
- Everybody who is capable of working has a responsibility to work rather than claiming benefits
- The benefits system is too complicated and should be made simpler

ASK FOR EACH STATEMENT

SHOWCARD

Agree strongly

Agree slightly

Neither agree nor disagree

Disagree slightly

Disagree strongly

Don't know (do not read out)

Q2) How many people who claim benefits because they are not working....?

STATEMENTS ROTATED

- Are claiming more benefits than they are entitled to
- Can work but just don't want to
- due to a health problem or disability, but ARE ACTUALLY able to work
- Could work with the right help, support or training

SHOWCARD

Most

Many

Some

A few

Hardly any or none

DON'T KNOW

Q3) The Government announced a number of proposed changes to the benefits system for adults of working age in July this year. Were you aware of these changes before today?

- Yes
- No
- Don't know

Q4a) Here is a list of types of support that might be useful in helping people get into work or return to work. From this list, please choose up to three types of support which you think would be most helpful...? Please read to the bottom of the list before giving your answer.

#### SHOWCARD

- 1) Personalised training courses covering work related skills
- 2) Developing skills in reading writing and numbers
- 3) Help to improve people's skills such as confidence building, interview techniques, completing application forms and CVs
- 4) Grants to buy aids and adaptations for disabled people
- 5) Drug treatment programmes for drug users
- 6) Personal follow-up meetings to assess progress at the new job
- 7) Grants to buy a suitable outfit for an interview
- 8) Advice on what jobs / careers are available
- 9) Access to practical help such as photocopying facilities, access to local newspapers
- 10) Work experience or voluntary work
- 11) Help to manage a disability or health condition and enable people to get into paid work
- 12) Support such as pay top ups to ensure that people are better off in work than they would be if they were claiming benefits
- 13) Other (specify)
- 14) None of these (not on card)
- 15) Don't know (not on card)

Q4b) As well as providing support, the government's policy propositions say that people not in work should have to take responsibility for doing additional things which would get them ready for work. By that we mean they will have to do these activities or risk having their benefits reduced or stopped.

Which of the things on the list do you think people should be responsible for doing to get ready for work? Please choose as many or as few as you wish.

#### SHOWCARD

- 1) Attend courses for improving reading writing and numbers
- 2) Attend training courses to develop work related skills
- 3) Attend coaching on interview techniques
- 4) Attend coaching on completing application forms and CVs
- 5) Undertake regular job searches and applications
- 6) Attend drug treatment programmes that are suitable for them
- 7) Take part in work experience based in their local community to develop work related skills
- 8) Prepare for and attend interviews
- 9) Think about a range of jobs or career options if their first choice is not available
- 10) Other (specify)
- 11) None of these (not on card)
- 12) Don't know (not on card)

Scenario questions relating to the main policies within the Green Paper

THERE ARE 9 SCENARIO QUESTIONS IN TOTAL WHICH ARE ROTATED SO THAT EACH RESPONDENT ANSWERS 4 EACH.

\* All answer either 6f or 6g (1 of 2)

\* All answer 3 of 6a-6e, 6h or 6i (i.e. 3 of 7)

The rotation ensures that 6f/g do not always come first

READ OUT: I am now going to show you some examples of people's circumstances and what might happen if the proposed changes to the benefit system are introduced. I'd like you to tell me how much you agree or disagree with each.

Whilst there may be certain things within each example that you either agree or disagree with, I'd like you to give your overall opinion based on the circumstances described in each example.

*SHOW CARD AND READ OUT*

Q6b) Doug is a single parent and his youngest child is aged 3. He has been unemployed and claiming benefits since his child was born. Doug wants to go back into paid work, but needs some training to make sure he can get a job. Under the proposed changes Doug would receive additional payments for undertaking job related training to get him ready to start looking for work.

Do you agree or disagree that Doug should receive these payments?

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- (Don't know)

*SHOW CARD AND READ OUT*

Q6c) Anya has been claiming Jobseeker's Allowance for over six months and has applied for a number of jobs over that time, but not been offered any of them. An advisor recommends that she should have some training in some work skills she lacks at the moment to improve her chances of getting a job locally. Under the proposed changes Anya would have to take part in this training, otherwise her benefits could be stopped or reduced.

To what extent do you agree or disagree with this?

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- (Don't know)

*SHOW CARD AND READ OUT*

Q6d) Phil is an engineer for a railway company and has been unable to work due to sickness for the last 6 weeks. Phil hopes to return to his job with the railway company but is unsure whether he is ready. Under the proposed changes, Phil and his employer should agree a back-to-work plan setting out what they both need to do to help Phil return to work.

To what extent do you agree or disagree with this?

- Agree strongly
- Agree slightly

Neither agree nor disagree  
Disagree slightly  
Disagree strongly  
(Don't know)

*SHOW CARD AND READ OUT*

Q6e) Majid is 24 and has been unemployed and claiming Jobseeker's Allowance for over two years. Under the proposed changes he would have to take some form of unpaid work-experience to make him more employable. If he does not, his benefits could be stopped or reduced.

Do you agree or disagree with this?

Agree strongly  
Agree slightly  
Neither agree nor disagree  
Disagree slightly  
Disagree strongly  
(Don't know)

*SHOW CARD AND READ OUT*

Q6f) Mhairi developed a visual impairment which has left her unable to do her job as a bus driver. She is currently not working and is receiving benefits. An assessment has found that although she can't return to her old job, she is capable of doing other types of work, even if it means that she would earn less or has to learn new skills. Do you agree or disagree that Mhairi should have to accept this work and, if she does not, her benefits could be stopped or reduced.

To what extent do you agree or disagree with this?

Agree strongly  
Agree slightly  
Neither agree nor disagree  
Disagree slightly  
Disagree strongly  
(Don't know)

*SHOW CARD AND READ OUT*

Q6g) Emily developed arthritis in her hands which is not getting worse but has left her unable to do her previous job as a machinist in a clothes factory. She is currently out of work and is receiving benefits but with the right level of support she could work in another job. Under the proposed changes she could be required to accept support, such as training, CV writing, or ways to help manage her impairment, that will help her get back to work. If she does not her benefits could be stopped or reduced.

To what extent do you agree or disagree with this?

Agree strongly  
Agree slightly  
Neither agree nor disagree  
Disagree slightly  
Disagree strongly  
(Don't know)

*SHOW CARD AND READ OUT*

Q6h) Mike and Claire have two children aged 7 and 10 who attend school. Mike claims benefits on behalf of the family and is looking for work. Under the proposed changes Claire would also have to register for and actively seek work. If she does not their benefits could be stopped or reduced.

To what extent do you agree or disagree with this?

Agree strongly  
Agree slightly  
Neither agree nor disagree  
Disagree slightly  
Disagree strongly  
(Don't know)

*SHOW CARD AND READ OUT*

Q6j) Russell has been a drug user for a number of years and finds it difficult to hold down a job because of his habit. He is claiming benefits and has been offered a place on a drug treatment program which he has agreed to undertake. Under the proposed changes Russell's benefits could be stopped or reduced if he does not take part in the program.

To what extent do you agree or disagree with this?

Agree strongly  
Agree slightly  
Neither agree nor disagree  
Disagree slightly  
Disagree strongly  
(Don't know)

Demographic questions

C1. CODE SEX OF RESPONDENT (DO NOT ASK!)

Male  
Female

C2. Please could you tell me your age, last birthday?

C3. (Marital status): Are you ....  
READ OUT. SINGLE CODE

Married  
Living with partner  
Single  
Widowed  
Separated  
Divorced

C4. Which of the categories on this card best describes what *you* personally do at the moment?  
SHOWCARD

Code main activity only

1. Working in a paid job as an employee
2. Working in a paid job or business on a self-employed basis
3. (Temporarily) laid off, or on short time
4. Unemployed for less than a year and actively seeking work
5. Unemployed for over a year and actively seeking work
6. On a special government training or employment scheme
7. Doing unpaid work for yourself or a relative
8. A full time student or pupil
9. Looking after the family or home
10. Not working because temporarily sick or injured
11. Not working because long-term sick or disabled
12. Retired from paid work
13. None of these
14. Don't know
15. Prefer not to answer

C5. Can I just check do you look after, or give any unpaid help or support to children and other family members, friends, neighbours or others because of: long-term physical or mental ill health or disability or problems related to old age?

IF YES, PROBE FOR NUMBER OF HOURS

Not at all

Up to 5 hours a week

More than 5 and up to 10 hours a week

More than 10 and up to 20 hours a week

More than 20 hours a week

I am a full time carer

Don't know

Prefer not to answer

IF UNEMPLOYED OR NOT WORKING FOR OTHER REASON AT C4 ASK (CODES 3, 4, 5, 7, 9, 10 OR 11):

C6. How long have you been unemployed or not in paid work for other reasons?

Up to 3 months

3-6 months

6-12 months

1-2 years

2-4 years

5+ years

C7. Which of these benefits, if any, do you yourself currently receive?

SHOWCARD

PROBE Which others?

INTERVIEWER PROMPT IF NECESSARY: ANY BENEFITS PAID TO THE HOUSEHOLD AS A WHOLE SHOULD BE INCLUDED

[CODE ALL THAT APPLY]

1. Income Support
2. Working Tax Credit
3. Child Tax Credits
4. Housing Benefit
5. Council Tax Benefit
6. Jobseeker's Allowance
7. Incapacity Benefit
8. Disability Living Allowance
9. Child Benefit
10. Attendance Allowance
11. Carer's Allowance (formally known as Invalid Care Allowance)
12. Industrial Injuries Disablement Benefit (IIDB)
13. Bereavement benefits
14. Other (please specify)
15. None of these
16. Don't know
17. Refused

ASK ALL:

C8 Thinking about the following types of benefit in this list, how many people you know, including family, friends and neighbours, would you say are currently claiming any of these benefits?

SHOWCARD

Jobseeker's Allowance (JSA)

Incapacity benefit

Income support

Carer's allowance

Disability living allowance

Housing Benefit

Working Tax Credit

Child Tax Credit

Would you say....

SINGLE CODE

Almost everyone I know

Most people I know

Some people I know

Only a few people I know

Nobody I know

DON'T KNOW (DO NOT READ OUT)

C9 Do you personally have any long standing illnesses, physical or mental impairments, health conditions or disabilities?

By 'long-standing' I mean anything that has lasted for a period of at least 12 months or that is likely to affect you over a period of at least 12 months.

Does this long-standing illness, impairment, health condition or disability substantially limit your normal day to day activities in any way?

Normal day to day activities include everyday things like eating, washing, walking and going shopping.

SHOWCARD

Yes – severely limited

Yes - moderately limited

Yes - but it varies, I am moderately or severely limited some of the time

No - but I would be moderately or severely limited without medication or treatment

No - not limited at all.

DON'T KNOW

Refused

IF MARRIED / LIVING WITH PARTNER

C10. And what is your partner's working status?

SHOWCARD SINGLE CODE

Employee full time (30+ hours)

Employee part time (8-29 hours)

Self-employed full time (30+ hours)

Self-employed part time (8-29 hours)

Still at school

In full time higher education

Retired

Not able to work

Unemployed and seeking work

Not working for other reason

C11. How many ADULTS (that is people aged 16 and over) are there in your household altogether, including you?

1, 2, 3, 4, 5+

C12. And how many children under the age of 16 are there in your household?

0, 1, 2, 3, 4, 5+

IF NONE, SKIP TO C15

ASK FOR EACH CHILD AT C12, UP TO FIVE IN TOTAL:

C13. COLLECT AGE OF EACH CHILD (UNDER 16), STARTING WITH THE ELDEST:

RECORD AGE (0-15)

INTERVIEWER NOTE: IF CHILD UNDER 1 YEAR OLD, CODE AS 0

C14 Are you the parent of all the children in your household? This can include any stepchildren.

PROBE TO CORRECT PRECODE, SINGLE CODE

Yes – all children are own

No – none of the children are own

Yes – some children are own

ASK ALL:

C15. Please tell me whether your home is ....

INTERVIEWER NOTE: Please note that if respondent lives with parents, we still need to know the tenure. Only code 'Other' as last resort

READ OUT. SINGLE CODE

Being bought on a mortgage

Owned outright by household

Rented from Local Authority

Rented from private landlord

Rented from Housing Association

Other (specify)

C16. Which of the following groups would you say applies to you?

SHOWCARD

SINGLE CODE

White

Black – Caribbean

Black – African

Black – Other

Indian

Pakistani

Bangladeshi

Chinese

Other Asian

Any other ethnic group

REFUSED

C17 Which newspapers, including their online equivalent, do you read regularly? By regularly I mean at least twice a week

DO NOT READ OUT

Daily Mirror (or online equivalent)

Daily Star

The Sun

Daily Record

Daily Mail

Daily Express

The Times

Financial Times

The Guardian

The Daily Telegraph

The Independent

The Daily Sport

Other regional morning papers (e.g. Yorkshire Post, Western Daily Press)

Evening paper (e.g. Evening Standard)

NONE (SINGLE CODE – DO NOT READ OUT)

C18. I would now like to ask you about the member of your household who is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source?

Are they/you .....

READ OUT. SINGLE CODE

Working (either full or part time)  
Retired/Not working with private pension/means ASK OCCUPATION  
Unemployed less than 6 months

-----  
Unemployed more than 6 months CODE AS "E"  
Retired with STATE BENEFIT ONLY  
Not working with STATE BENEFIT ONLY

-----  
Student CODE AS "C1"

OCCUPATION OF CHIEF INCOME EARNER :Job Title/Description/Industry/Number  
employed/Qualifications Industry.  
If manager/Supervisor/Self-Employed Number of People Responsible for.

CODE SOCIAL GRADE:

A  
B  
C1  
C2  
D  
E

C19 Please give me the number from this card for the group in which you would place your TOTAL FAMILY INCOME from all sources BEFORE TAX and other deductions?

SHOWCARD

Under £2,500  
£2,500-£4,499  
£4,500-£6,499  
£6,500-£7,499  
£7,500-£9,499  
£9,500-£11,499  
£11,500-£13,499  
£13,500-£15,499  
£15,500-£17,499  
£17,500-£19,999  
£20,000-£24,999  
£25,000-£34,999  
£35,000-£49,999  
£50,000-£74,999  
£75,000-£99,999  
£100,000+  
Don't know  
Refused

THANK & CLOSE

READ OUT TO ALL: If you have any questions about the benefits system or your own benefits, please contact your local Job Centre Plus or go to: [www.direct.gov.uk](http://www.direct.gov.uk)

## Appendix E: Post survey weighting

Given that the sample is controlled by quotas, the final demographic profile should be fairly close to that of the target population. However, the sample will be examined at each Omnibus wave to ensure that the profile is as it should be. The sample will, if necessary, be weighted in order to ensure that it is representative in terms of known population data on age, sex, social class, number of adults in household working status and region, reproduced below:

<b>GB AGE/SEX</b>	<b><u>AGE 16+</u></b>
	<b>%</b>
16-24 MALE	7.5
25-34 MALE	8.0
35-44 MALE	9.4
45-54 MALE	7.9
55-59 MALE	3.9
60-64 MALE	3.2
65-70 MALE	3.1
71+ MALE	5.4
	<b>%</b>
16-24 FEMALE	7.1
25-34 FEMALE	8.1
35-44 FEMALE	9.5
45-54 FEMALE	8.1
55-59 FEMALE	4.1
60-64 FEMALE	3.4
65-70 FEMALE	3.4
71+ FEMALE	7.9

### **GB GOVERNMENT OFFICE REGIONS**

### **INDIVIDUALS**

	<b>%</b>
NORTH EAST	4.4
NORTH WEST	11.6
YORKS & HUMBER	8.7
EAST MIDLANDS	7.4
WEST MIDLANDS	9.0
EAST	9.5
LONDON	12.7
SOUTH EAST	14.0
SOUTH WEST	8.8
WALES	5.1
SCOTLAND	8.8

<b>GB CLASS</b>	<b>ALL</b>
	<b>%</b>
A	2.6
B	16.7
C1	29.6
C2	21.2
D	14.3
E	15.6

**GB NO OF ADULTS  
IN HOUSEHOLD** **INDIVIDUALS**

	<b>%</b>
One	23
Two	51
Three +	26

**GB WORKING STATUS** **INDIVIDUALS**

	<b>%</b>
Men working full-time	29
Men not working full-time	20
Women working	28
Women not working	23

## Appendix F: Unweighted and weighted sample profiles

Base: All respondents (n=1,940)		Unweighted %	Weighted %
Gender	Male	45%	49%
	Female	55%	51%
Age	Under 25	12%	15%
	25-44	37%	35%
	45-64	30%	31%
	65+	21%	20%
Social Grade	AB	23%	19%
	C1C2	47%	51%
	DE	30%	30%
Region	England	87%	86%
	Scotland	7%	9%
	Wales	5%	5%
Working status	Working in paid job	52%	58%
	Unemployed seeking work	3%	3%
	Looking after family/ home	9%	6%
	Long term sick or disabled	5%	5%
	Retired	23%	22%
	Other	8%	7%
Ethnic community	White	89%	11%
	Non-white	11%	12%
Claimant status	Claiming any benefits	44%	42%
	Claiming out-of-work benefits	13%	12%
	Claiming in work benefits	40%	38%
	No benefits	54%	56%
Marital status	Married/ living with partner	60%	59%
	Single/widow/ divorced/ separated	40%	41%

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