

PRIME MINISTER

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MOTIVATION OF THE UNEMPLOYED

Some more insights into the motivation of the unemployed from a recent survey by Opinion Research and Communication. I have summarised some of the key tables (attached) which show a similar picture to my sample in Liverpool:

- Roughly 50% of all unemployed individuals put themselves in the category of trying hard to get a job without success. (When asked about other unemployed people they know, the proportion falls to one third. One could argue this is a less biased view!).
- Almost 20% say they could only get such a poorly paid job that they are better off drawing the dole.
- Another 9% say they have stopped bothering to look for work because they know it is useless.
- In total, one third of the sample put themselves in categories which reflect a lack of motivation to look for work.

In line with these categories, only half the sample claim to have looked for work within the last week. Similarly, almost 90% agree with the statement that there is no incentive for unemployed people to move off the dole into employment.

Another fascinating fact is their low mobility. Only 23% have a car or motorcycle. Furthermore, only 17% have a bicycle - there must be an unexploited market here!

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RESULTS OF AN ORC SURVEY OF THE UNEMPLOYED

1 Motivation of unemployed

	<u>All Unemployed</u>		<u>Unemployed over 1 yr</u>
	Self	Others you know	Self
1 Desperately want to work and try hard - but cannot get a job	49	34	49
2 Demotivated/not looking			
- Would like to work but only get such a poorly paid job that they would be no better off than drawing dole and social security	18	18	19
- Consider themselves unemployable and have stopped bothering to look for work because they know it is useless.	9	14	13
- Those who have left one job, know they can get another, and are having a few months 'rest' drawing unemployment pay	3	4	2
- Older people who have 'retired' on the dole and stopped looking for work	2	7	3
- People made redundant with a good pay off who supplement it by drawing unemployment pay or are not looking for work	1	3	1
- <u>sub total</u>	<u>33</u>	<u>46</u>	<u>38</u>
3 Claimants who are not unemployed			
- Drawing unemployment while earning cash in hand	3	15	3
- Running their own business on the side	-	2	-

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	<u>Self</u>	<u>Others you know</u>	<u>Self</u>
- Students who are not looking for work	1	2	1
	—	—	—
<u>Sub total</u>	4	19	4
4 Refused to place in any category (but unlikely to be in category 1?)	14	-	9
	<u>100%</u>	<u>100%</u>	<u>100%</u>

2 Job search

When did you last look actively for another job?

	<u>All unemployed</u>	<u>Unemployed over 1 yr</u>
	%	%
Within last week	52	47
1 week - 1 month	10	11
1 month - 6 months	7	10
over 6 months	12	14
Haven't looked	10	10
Don't know/refused	<u>9</u>	<u>8</u>
	100	100

3 Perception of incentives

A lot of unemployed people can only get such poorly paid jobs that they are no better off than being on the dole

	<u>All unemployed</u>	<u>Unemployed over 1 yr</u>
Agree strongly	37	39
Agree	<u>51</u>	<u>49</u>
<u>Sub total</u>	88	88
Neither agree nor disagree	4	4
Disagree	5	4
Disagree strongly	1	2
Don't know	2	2