

JOB SEEKER ATTITUDINAL SEGMENTATION

ANALYSIS OF THE SEGMENTS

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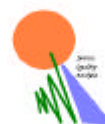


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INTRODUCTION

The purpose of this report is to quantify job seeker attitudinal segments and investigate whether job seeker characteristics, such as gender, age and length of unemployment, vary between the attitudinal segments. This report also aims to explore whether there are differences between the more motivated and less motivated segments in their awareness, use and satisfaction with the self-help facilities provided by Centrelink.

This analysis is based on data from the 2001 Job Seeker Evaluation of Employment Services (Centrelink) survey. The survey was conducted with 3,500 job seekers who were registered with Centrelink as looking for work and who had had contact with Centrelink in the six months prior to the survey. The survey included both job seekers on an allowance and those not on an allowance.

SUMMARY OF RESULTS

This research supports the view that the attitudinal segmentation provides a useful framework for understanding the characteristics of job seekers additional to that based on demographic characteristics. It has the potential to become another tool in the service provision and evaluation tool kits with which to better identify services most appropriate to the individual. Whilst demographics alone cannot describe each segment, certain characteristics are more likely to be found in some segments than others. In some cases the findings support stereotypes associated with job seekers, while in others they do not.

A summary of key findings are outlined below:

- demographics alone cannot define the job seeker segments. There is evidence, however, of a relationship between some demographic characteristics and job seeker segments;
- *Cruising* are least defined by demographics. This segment comprises job seekers from all age groups, genders, levels of education and locations;
- *Drivers*: Consistent with research on the impact of unemployment on motivation, job seekers with shorter durations of unemployment are more likely to be *Drivers*. Younger unemployed, and in particular, younger women, are also more likely to be *Drivers*;
- *Selectives* are more likely to be higher educated job seekers and to live in areas with a high level of access to services. Depending on the type of limitations these job seekers have, they may have a good chance of an employment outcome. The assistance they need should focus on assessing the reality of their limitations and broadening their notions of acceptable jobs by highlighting the evidence that getting into any job - no

matter what pay or skill level - provides the best opportunity for longer term employment prospects;

- *Disempowered* job seekers are more likely to be older and to have a trade or Technical Certificate. Constituents of this group are also more likely to have identified themselves as having a disability. These job seekers need to be reassured that employment is still an option for them and given the confidence to keep looking for work;
- *Withdrawn* job seekers: older women and longer term unemployed are more likely to belong to this segment; and
- Job seekers in the motivated segments were more likely to use the self-help facilities at Centrelink and touch screens on a regular basis (at least once a fortnight) but this is not related to levels of satisfaction or awareness.

BACKGROUND

In 2001 the Department of Employment and Workplace Relations (DEWR) commissioned a study to develop a model of job seeker attitudinal segmentation, in which job seekers were grouped based on their attitudes towards finding work. The model was developed in several stages. In-depth interviews with a range of job seekers were first undertaken to identify what underlies job seekers' attitudes and drives their behaviour. This research resulted in the development of a framework of eight job seeker segments (Appendix 1 contains detailed descriptions of each of the eight Job Seeker Segments). The job seeker segments are based on two key dimensions: level of motivation (wanting a job, looking for work and confidence about finding a job) and level of limitation (openness to the possibility of having a job, the kind of job they are willing to do and/or the kind of job search activities they are willing to undertake). A set of attitudinal statements was then developed to measure the level of job seeker motivation and limitation. The attitudinal statements were included in the 2001 Job Seeker Evaluation of Employment Services (Centrelink) survey, where 3,500 job seekers were interviewed. Job seekers were asked to agree or disagree with each of the attitudinal statements using a 10-point scale for their responses. Extensive statistical analysis of responses to the attitudinal statements was undertaken to develop an algorithm to allocate job seekers to segments, as well as to quantify the segments. (Refer to Qualitative report for further information.)

Anecdotal evidence strongly suggests that the attitude of an individual job seeker has an important influence on the success of the job seeker in securing employment. Employers repeatedly claim that attitude is the most important job seeker characteristic. Despite this, no formal system for assessing the impact of attitudes on individual job seekers employment prospects has been developed for application in the context of the Australian employment assistance market. If traditional job seeker characteristics (such as age and length of

unemployment) are the only factors considered as influential on employment outcomes then job seekers may not receive the type and level of assistance they require to secure employment. An anticipated advantage of using attitudinal segmentation in conjunction with a tool such as the JSCI (which determines a job seeker's eligibility for employment assistance) is being able to more accurately predict job seekers who are at risk of being long term unemployed and as a result to better target employment assistance.

OBJECTIVES OF THIS PAPER

The concept of segmenting job seekers by their attitudes towards finding work is currently being developed and reviewed on an ongoing basis. This paper contributes towards the understanding and evaluation of the attitudinal segmentation model. The two particular aims of this report are:

1. To investigate whether the job seeker segments can be (largely) defined using demographic data. This has been done at a broad level in this paper by examining the distribution of job seekers to the segments considering different demographic characteristics commonly used to determine job seeker disadvantage; and
2. To find out whether there is a difference amongst the segments in their use of Centrelink employment services. Awareness, use and satisfaction with self-help facilities at Centrelink will be examined to gain a preliminary insight into this issue.

FURTHER RESEARCH

This paper is based on quantitative data (3,500 job seekers) from the 2001 Job Seeker Evaluation of Employment Services (Centrelink) survey. The survey was conducted in February 2001 for the Department of Employment and Workplace Relations by Market Solutions Pty Ltd.

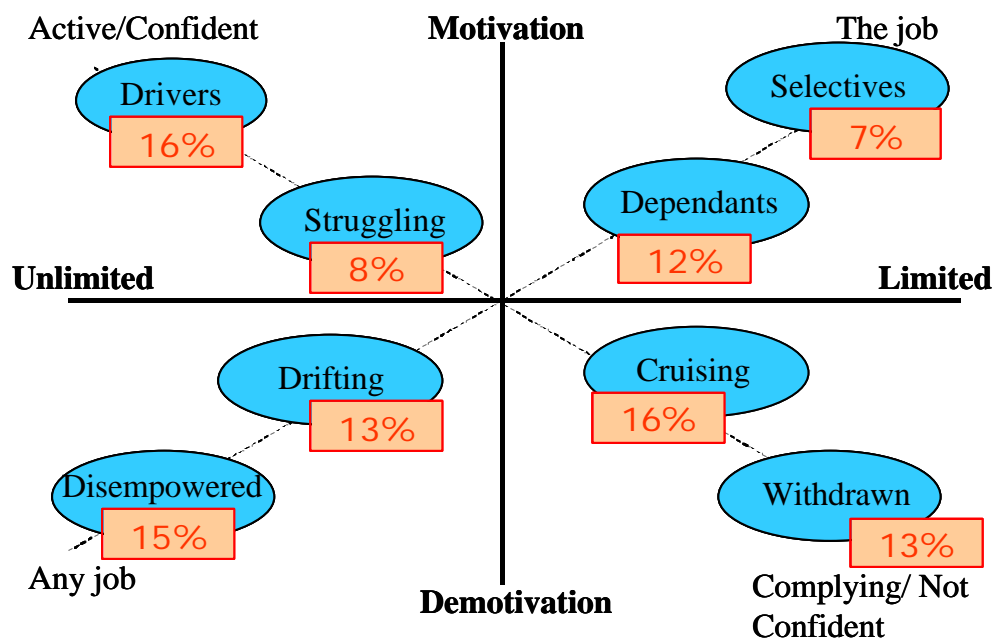
Analysis of data from the 2001 Job Network Participants Survey is also being conducted. Data from that survey will allow analysis of the extent to which job seeker segments use and receive Job Network employment services.

PROPORTION OF JOB SEEKERS IN EACH SEGMENT

Figure 1 shows the proportion of job seekers in each of the eight attitudinal segments. Overall, there is a fairly even distribution of job seekers to the segments. Slightly more job seekers occur in the *Drivers* (16%), *Disempowered* (15%) and *Cruising* (16%) segments. *Drivers* are job seekers characterised by high motivation and openness to employment opportunities and are the most “job ready” in terms of having fewer attitudinal barriers to an employment outcome. *Disempowered* job seekers are characterised as wanting to work but having lost motivation to look for work and lacking confidence in their skills and abilities. *Cruising* job seekers have no desire to work full time and are therefore not actively looking for this type of work. *Disempowered* and *Cruising* job seekers could be expected to require different and perhaps more intensive assistance to achieve an employment outcome than job seekers in the *Drivers* segment who may only need to have their current behaviours reinforced and honed.

There are slightly fewer job seekers in the *Selectives* and *Struggling* segments (7% and 8% respectively).

Figure 1: Size of the Job Seeker Segments



Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

PROFILING THE JOB SEEKER SEGMENTS

Table 1 shows the distribution to the segments of the total sample (*Total row*) to the segments as well as the distribution of the gender and age subgroups to the segments. This allows the difference in the distribution of job seekers to the segments between the total sample and the subgroups to be examined. There is, for example, little difference in the proportion of males and females in the *Struggling* segment compared to the total sample (8% of males and 7% of females are *Struggling* compared to 8% of all job seekers).

The Table also shows the proportion of job seekers in the more motivated segments compared to the less motivated segments. The four groups, *Drivers*, *Struggling*, *Selectives* and *Dependents*, are defined as “more motivated” to achieve an employment outcome than those identified as “less motivated”. Within the more motivated segments of job seekers there are differing degrees of motivation to find work: *Struggling* job seekers are considered less motivated than *Drivers* because they are less self confident or because rejection and extended periods of unemployment have impacted negatively on their motivation.

Table 1: Distribution of Job Seekers to the Segments – Gender and Age

	Drivers	Struggling	Selectives	Dependents	Total More Motivated	Drifting	Disempowered	Cruising	Withdrawn	Total Less Motivated	n
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Total	16	8	7	12	43	13	15	16	13	57	3500
Gender											
Male	16	8	8	12	44	12	16	16	12	56	1876
Female	16	7	6	12	41	15	15	15	15	60	1624
Age											
Less than 25	19	7	8	14	48	15	12	15	11	53	1254
25-44	15	8	8	12	43	14	15	16	13	58	1466
45 or more	13	9	5	9	36	10	20	16	18	64	780
Males											
Less than 25	17	6	8	16	47	14	12	15	13	54	664
25-44	17	8	9	11	45	13	15	17	10	55	750
45 or more	13	12	6	11	42	7	20	16	15	58	462*
Female											
Less than 25	21	8	8	13	50	16	12	15	9	52	590
25-44	12	8	7	13	40	15	15	14	16	60	716
45 or more	13	4	3	5	25	13	21	18	23	75	318*

* Caution must be taken interpreting some results due to small cell size.

Source: *Job Seeker Evaluation of Employment Services (Centrelink) 2001*

It is interesting to note that the proportion of job seekers in the *Cruising* segment does not change significantly with age and gender. Consequently the perception or stereotype that young male job seekers are more likely to be *Cruising* job seekers (relaxed about being unemployed, do not want to work in a full-time or permanent job and are not looking for regular work, although they may supplement their income with part-time or casual work) than other groups is not

supported in this research. Age and gender also appear to have very little impact on the *Selectives* segment.

In general the distribution of job seekers across the segments does not vary substantially with gender and age. Some relationships, however, do occur which are outlined below.

- Older job seekers (aged 45 or more) are more likely to feel *Disempowered* (20%). This could be because they have been retrenched or have taken a redundancy package and may feel that they are not attractive to potential employers because of their age so have resigned themselves to not working again.
- Older females are more likely to be *Withdrawn* (23%) than older male job seekers (15%).
- Younger women are more likely to be *Drivers* (21%). Younger men are more likely than other job seekers to be *Dependents* (16%) and depend on the system to help them look for the “right” job.

Table 2: Distribution of Job Seekers to the Segments – Education Attainment

	Driver	Struggling	Selectives	Dependent	Total More Motivated	Drifting	Dis-empowered	Cruising	Withdrawn	Total Less Motivated	n
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Total	16	8	7	12	43	13	15	16	13	57	3500
Not finished secondary school	16	8	4	11	38	16	15	15	16	62	1645
Finished Yr 12 or equiv.	14	7	7	14	42	13	13	21	12	58	761
Trade /Apprenticeship /Tafe/Technical Certificate/ Diploma	16	8	10	13	47	12	19	10	12	53	589
Degree / Diploma or Post Grad	18	8	16	13	55	8	12	17	9	45	435

Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

As seen in Table 2, the contribution of education level on job seeker attitude is mixed. In most cases the proportion of job seekers in each of segments for each subgroup is comparable. It is particularly interesting to note the proportion of *Drivers* from each education subgroup is similar. This suggests that job seekers can be highly motivated and open to job opportunities regardless of their education level. The proportion of job seekers in the *Selectives* segment varies discernibly with level of education. Job seekers with a Degree, Diploma or Postgraduate degree are more likely to be *Selectives* (16% compared to 7% of all job seekers).

The general trend evident from Table 2 is that job seekers who have not finished secondary school are less likely to be in the more motivated segments than job seekers with either a Degree/Diploma or Postgraduate degree or Trade/Apprenticeship/Tafe technical certificate /

diploma. The following differences in the distribution to the segments due to education are apparent:

- Job seekers who have not finished secondary school are more likely to be *Drifting* than job seekers who are tertiary educated. This could, in part, be due to the level of careers counselling or job search training that those with a higher level of education may have been exposed to or alternatively it could be because further education may assist job seekers in identifying their career path.
- The same trend exists for the *Withdrawn* segment; job seekers with less education are more likely to fall into this segment. This could reflect to the influence of age on this segment, that is, older job seekers are more likely to be in the *Withdrawn* segment and may be more likely not to have finished secondary school.
- Job seekers with a Trade / Apprenticeship / Tafe / Technical certificate are more likely to be *Disempowered*.

It is interesting to note that there are similar proportions of job seekers in the Cruising segment who have not finished secondary school (15%) and job seekers who have completed a university degree (17%). There are slightly more job seekers in this segment whose highest level of education is secondary school (21%).

Table 3: Distribution of Job Seekers to the Segments – Unemployment Duration

	Drivers (%)	Struggling (%)	Selectives (%)	Dependents (%)	Total More Motivated (%)	Drifting (%)	Disem- powered (%)	Cruising (%)	Withdrawn (%)	Total Less Motivated (%)	n
Total	16	8	7	12	43	13	15	16	13	57	3500
Less than 6 months	20	9	9	14	52	12	13	15	8	48	1420
6 to 12 months	17	7	6	15	45	14	15	14	12	55	761
12-24 months	13	10	8	8	39	11	14	20	17	62	522
More than 24 months	10	6	6	10	32	16	19	15	18	68	797

*The results are based on registration start date and can be used as an approximate for unemployment duration.

Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

Consistent with other research which links motivation and duration of unemployment the proportion of job seekers in the motivated segments falls overall as duration of unemployment increases (Table 3 above). There is, in particular, an inverse relationship between unemployment duration and the proportion of job seekers in the *Drivers* segment. Interestingly this downward trend is not evident for the *Selectives* (also highly motivated but limited in terms of jobs they are willing to accept) which suggests that motivation is not linked to duration of unemployment to the same degree for this segment.

The proportion of job seekers in the *Cruising* segment remains relatively constant despite unemployment duration increasing. It is not surprising that for this group duration of unemployment doesn't appear to have an impact on motivation to find work since these job seekers are not actively looking for full-time or permanent work. The proportion of job seekers in the *Withdrawn* and *Disempowered* segments increase significantly as duration of unemployment increases, suggesting a strong link between motivation and unemployment duration for these segments.

Table 4: Distribution of Job Seekers to the Segments – Geographic Region

	Drivers (%)	Struggling (%)	Selectives (%)	Dependents (%)	Total More Motivated (%)	Drifting (%)	Disem- powered (%)	Cruising (%)	Withdrawn (%)	Total Less Motivated	n
Total	16	8	7	12	43	13	15	16	13	57	3500
Very Remote/Remote	16	7	2	11	36	22	16	18	9	65	183*
Moderately accessible / Accessible	16	7	6	12	41	16	16	14	13	59	755
Highly accessible	16	8	8	12	44	12	15	16	14	56	2562

* Caution: Small sample size

Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

Using the ARIA¹ measure of accessibility to general services (such as health, education and banks) we can broadly assess the interaction between geographic location and job seekers' attitudes to finding work. The majority of job seekers live in areas where general services are highly accessible.

Generally, there is little difference in the distribution to the segments between job seekers who live in moderately accessible, accessible and highly accessible areas. Again, this suggests the accessibility of services does not influence attitudes towards finding work.

Although interpretation is limited by the small sample size of remote job seekers, it would appear that job seekers who live in remote areas are less likely to be in the motivated segments and, in particular, less likely to be *Selectives* (2%). Job seekers who live in remote areas are more likely to be *Drifting* (22%) than those in highly accessible areas (12%).

Table 5: Distribution of Job Seekers to the Segments – Indigenous Job Seekers

	Drivers (%)	Struggling (%)	Selectives (%)	Dependent (%)	Total More Motivated (%)	Drifting (%)	Disem- powered (%)	Cruising (%)	Withdrawn (%)	Total Less Motivated	n
Total	16	8	7	12	43	13	15	16	13	57	3500
Non-Indigenous Job Seeker	16	8	7	12	43	13	15	16	13	57	3300
Indigenous Job Seeker	15	6	6	7	34	16	17	12	20	65	200*

*Caution: small sample size

Source: *Job Seeker Evaluation of Employment Services (Centrelink) 2001*

The sample is not intended to be representative of Indigenous job seekers because the survey was administered by telephone and the sample size of Indigenous job seekers is small. Investigating the results for Indigenous job seekers, however, is interesting as part of early analysis of the attitudinal segmentation model.

Compared to job seekers overall, Indigenous job seekers are more likely to be in the *Withdrawn* segments and less likely to be in the *Dependents* and *Cruising* segments.

¹ ARIA is the Accessibility/Remoteness Index of Australia, developed by the Department of Health and Aged Care. It measures access to services by examining the distance from 201 key service centres across Australia. These service centres incorporates key services such as health care, education employment services etc. Five key groups exist ranging from Highly Accessible, Accessible and Moderate Accessible where access is relatively unrestricted to a wide range of goods and services and opportunities for social interaction to Remote and Very Remote which is locationally disadvantaged.

Table 6: Distribution of Job Seekers to the Segments – Persons with a Disability

	Drivers	Struggling	Selectives	Dependents	Total More Motivated	Drifting	Disempowered	Cruising	Withdrawn	Total Less Motivated	n
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Total	16	8	7	12	43	13	15	16	13	57	3500
Persons without a disability	17	8	8	12	45	13	13	15	13	55	3251
Persons with a disability	9	6	4	10	29	13	26	17	15	71	249*

*Caution: small sample size

Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

Table 6 shows the distribution of job seekers with a disability between the eight segments.² Although the sample size is restrictive it is interesting to note that job seekers with a disability are significantly more likely to be in the *Disempowered* segment than job seekers without a disability (26% of job seekers with a disability compared with 13% overall). Job seekers with a disability appear to be less likely to be *Drivers* and *Selectives*.

Table 7: Distribution of Job Seekers to the Segments – Country of Birth

	Drivers	Struggling	Selectives	Dependents	Total More Motivated	Drifting	Disempowered	Cruising	Withdrawn	Total Less Motivated	n
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Total	16	8	7	12	43	13	15	16	13	57	3500
Australian	16	7	7	13	42	14	15	16	14	58	2720
English Speaking Background	19	14	6	13	52	14	11	12	12	48	272*
Non English Speaking Background	14	10	13	7	44	8	16	17	14	56	500

* Caution: Small sample size

Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

Table 7 shows that there is not a significant difference in the distribution to the more motivated and less motivated segments between job seekers born in Australia and job seekers born in non-English speaking countries (42% of job seekers born in Australia in the motivated segments comparable with 44% of job seekers born in non-English speaking countries).

Job seekers born in a non-English speaking country are equally likely as other job seekers to be *Drivers*, *Withdrawn*, *Cruising* or *Disempowered*. There are some differences between Australian and overseas born job seekers – job seekers born in a non-English speaking country are twice as likely to be *Selectives* as job seekers with an English speaking background and are almost half as likely to be *dependents* or *drifting*.

² The variable used in this analysis includes job seekers who inform Centrelink they have a disability in their registration interview as well as those job seekers on a disability payment.

Table 8: Distribution of Job Seekers to the Segments – Labour Market Strength

	Drivers (%)	Struggling (%)	Selectives (%)	Dependents (%)	Total More Motivated (%)	Drifting (%)	Disem- powered (%)	Cruising (%)	Withdrawn (%)	Total Less Motivated	n
Total	16	8	7	12	43	13	15	16	13	57	3500
Weak labour market	17	8	7	12	43	13	15	14	14	57	1297
Medium labour market	15	7	8	12	42	13	16	15	14	58	1663
Strong labour market	15	9	6	13	42	16	13	19	10	58	505

Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

Table 8 depicts the distribution of job seekers to segments across local labour markets of varying degrees of strength³. Only 14% of job seekers live in areas considered to be strong labour markets, 48% live in a medium strength labour markets and 37% live in weak labour markets.

Overall, the results suggest that the distribution of job seekers to the more motivated and less motivated segments does not vary greatly with the unemployment rate of job seekers' local employment area. Interestingly, job seekers who live in a strong labour market appear to be less likely to be in the *Withdrawn* segment but slightly more likely to be in the *Cruising* segment than job seekers who live in weak labour market areas.

Table 9: Distribution of Job Seekers to the Segments – Type of allowance

	Drivers (%)	Struggling (%)	Selectives (%)	Dependents (%)	Total More Motivated (%)	Drifting (%)	Disem- powered (%)	Cruising (%)	Withdrawn (%)	Total Less Motivated	n
Total	16	8	7	12	43	13	15	16	13	57	3500
Not on allowance	15	6	7	14	42	14	14	15	15	58	355
Youth Allowance/ Newstart Allowance	17	9	8	11	46	12	16	15	11	54	2566
Other Allowance	9	5	1	10	24	14	16	23	23	76	579

Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

For those on an employment related allowance, the distribution across the segments is similar to that for all job seekers. For those on other allowances who have registered as looking for work, both the *cruising* and *withdrawn* segments are larger (23% each) than for all job seekers (16% and 13% respectively). This may be because these allowees elect to register as job seekers at some stage but find the transition to work or job search activity too hard for financial or other reasons.

³ This is based on Statistical Labour Areas and postcodes.

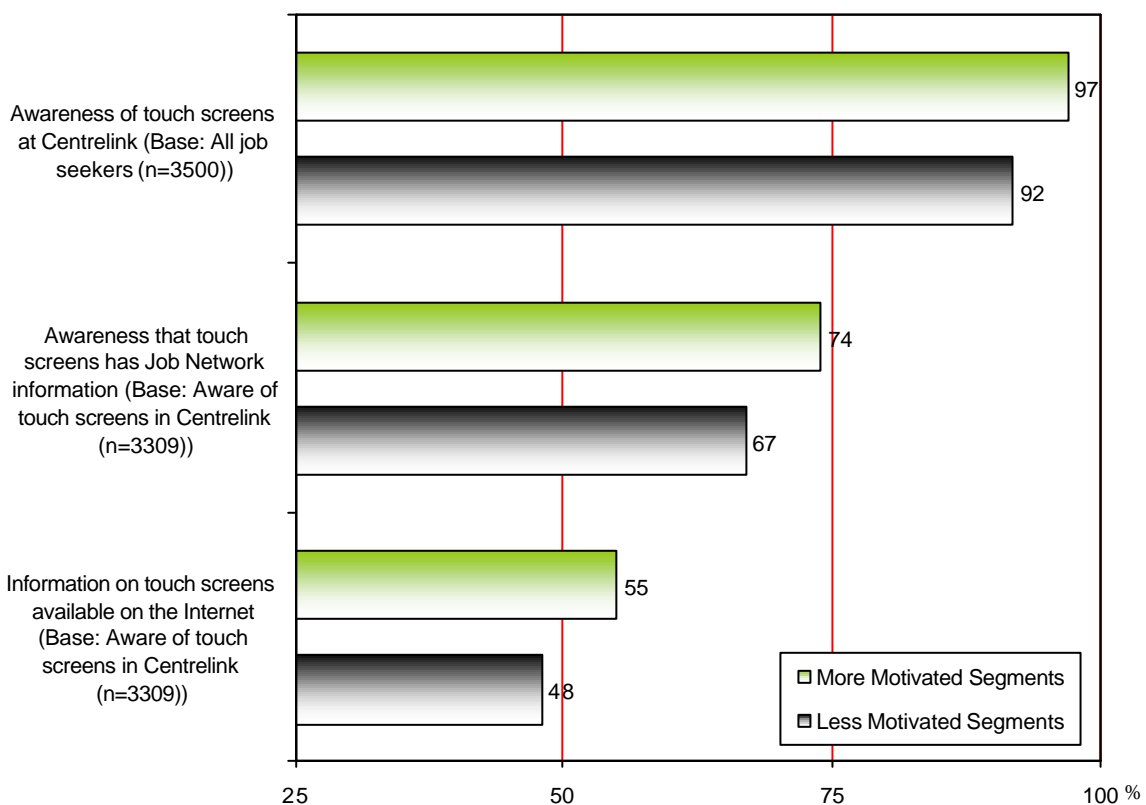
AWARENESS, USE AND SATISFACTION WITH SELF-HELP FACILITIES

Given that the attitudinal segmentation model is based on the assumption that there is a relationship between motivation and job search activity, it is reasonable to expect motivated job seekers to make more use of job search facilities. This section investigates whether there is evidence to suggest that more motivated job seekers use Centrelink’s self-help facilities more than less motivated job seekers⁴.

Job seekers can use Touch Screens at Centrelink to search for jobs. Figure 2 (below) shows the awareness of touch screens at Centrelink offices, that touch screens contain job network information and that information on touch screens can be accessed via the Internet.

In general a greater level of *awareness* of touch screens was recorded for the more motivated segments relative to the less motivated segments. As shown in Figure 2:

Figure 2: Awareness of Touch Screens



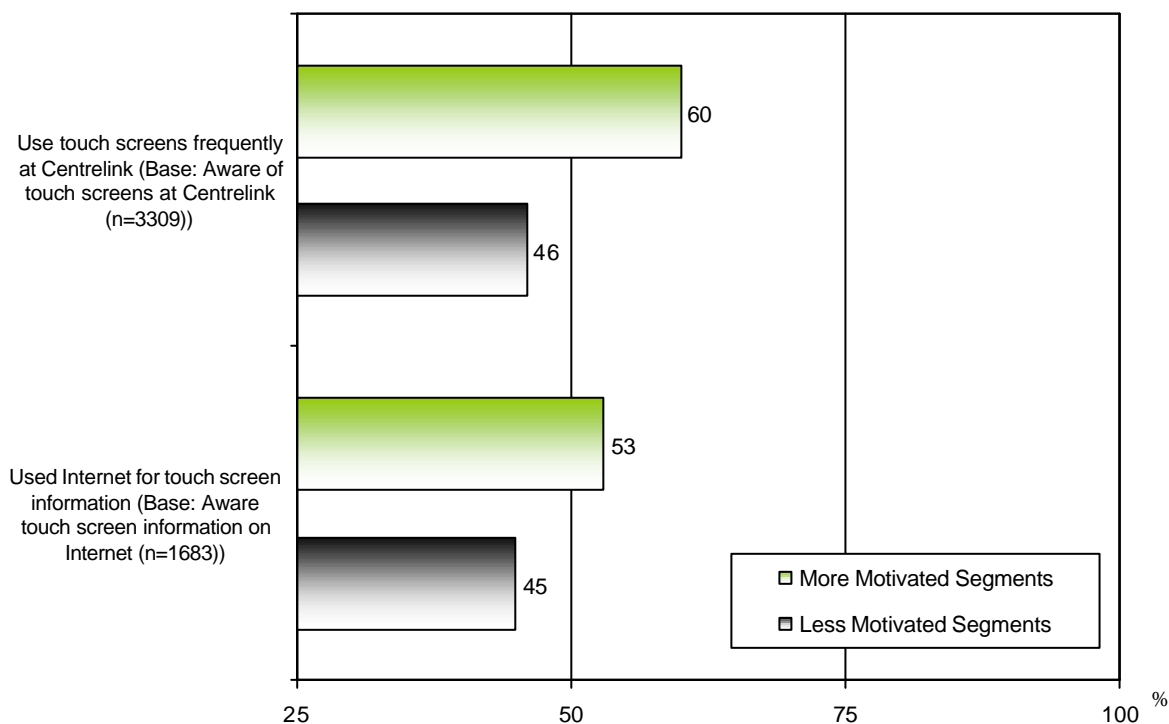
Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

⁴ Further analysis could consider the use of job search equipment and other employment services provided by Job Network Providers.

- Although the awareness level of touch screens at Centrelink offices is high amongst all job seekers (94%); the more motivated segments returned a slightly higher level of awareness (97% compared with 92% for less motivated segments).
- Some 70% of those job seekers aware of touch screens were also aware that information about Job Network was available from touch screens. Awareness for the more motivated segments was higher (74%) than for the less motivated segments (67%).
- Awareness of the availability of touch screen information on the Internet is lower generally (51%) amongst those aware of touch screens. Job seekers in the more motivated segments were more likely to report awareness (55% compared with 48% for the less motivated segments).

Figure 3 shows that the high level of awareness of touch screens has not been converted to a high level of *use*. Overall, only 53% of those job seekers aware of touch screens at Centrelink use them frequently. Motivated job seekers were more likely to use the touch screens at least once a fortnight (60% compared with 46% in the less motivated segments).

Figure 3: Use of Touch Screens at Centrelink



Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

As job seekers can access the information available from touch screens at a Job Network agency or via the internet, it is also worth noting that job seekers in the more motivated segments were more likely to report that they never or rarely use the touch screens at Centrelink because they:

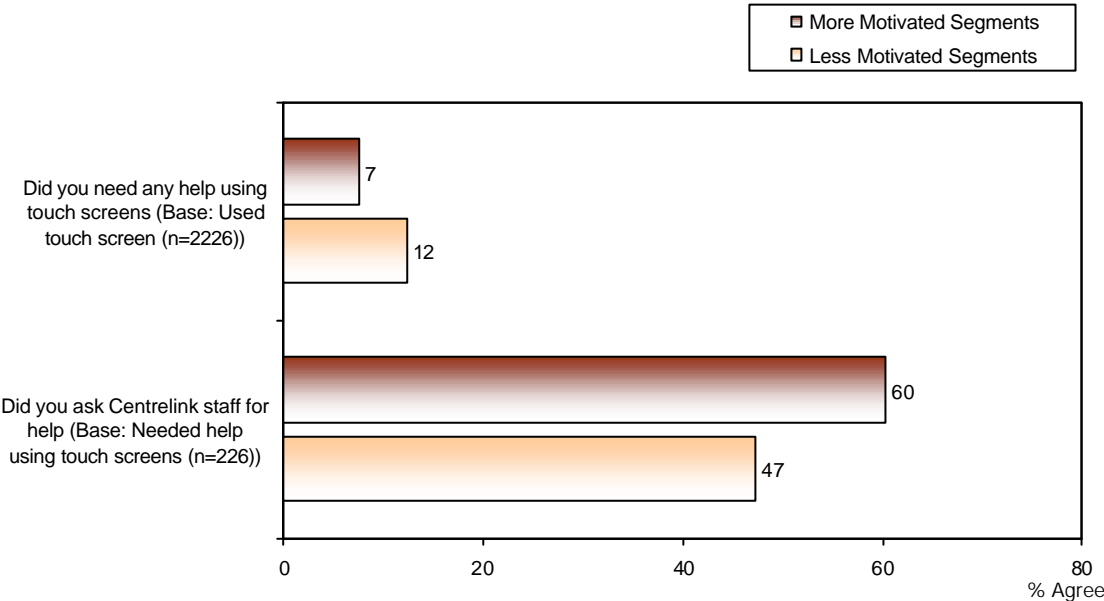
use touch screens at a Job Network agency; use touch screens elsewhere; or look for jobs on the internet (30% compared with 19% of job seekers in the less motivated segments).

The use of the internet to access touch screen information, amongst those aware that touch screen information is available on the Internet, is again higher for the more motivated segments (53%) compared with the less motivated segments (45%).

The results suggest that more motivated job seekers are more likely to use the touch screen information both at Centrelink and through other channels.

Job seekers in the less motivated segments were more likely to report that they needed help using touch screens (12% compared with 7%). As shown in Figure 4, however, these job seekers were less likely to ask Centrelink staff for help when using touch screens (47% compared with 60%).

Figure 4: Obtaining help when using the touch screens

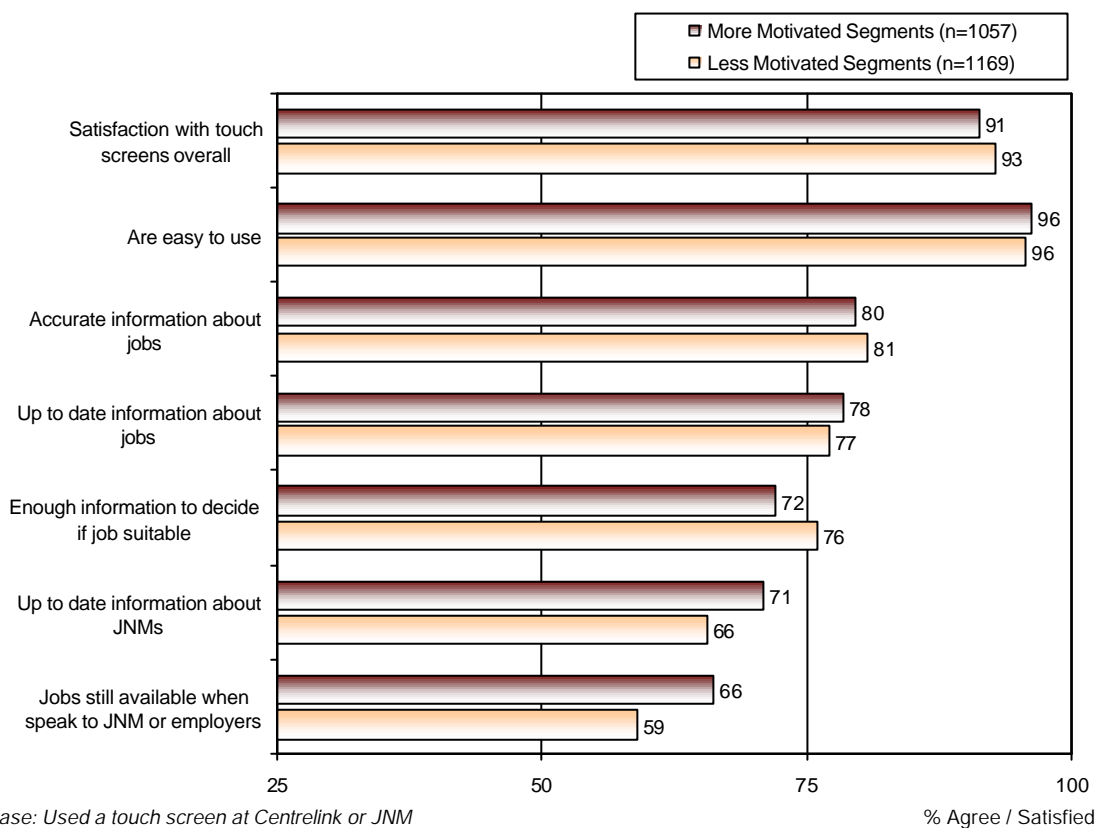


Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

There are mixed results with regard to key indicators of satisfaction with touch screens. There is little difference in the satisfaction with the touch screens overall between the more motivated and less motivated segments. Awareness of touch screens at Centrelink and satisfaction with touch screens overall at Centrelink do not appear to explain the difference in the use of touch screens at Centrelink between the more motivated and less motivated segments.

As shown in Figure 5, there is little difference in the level of agreement between the more motivated segments and less motivated segments that touch screens are easy to use and contain accurate and current information.

Figure 5: Satisfaction with Aspects of Touch Screens



Source: *Job Seeker Evaluation of Employment Services (Centrelink) 2001*

Although the majority of job seekers agree that touch screens have enough information to decide whether positions are suitable, job seekers in the more motivated segments are less likely to agree with the statement (72% compared with 76% for the less motivated segments).

Job seekers in the less motivated segments were less likely to agree that touch screens contain up to date information about Job Network Members (66% compared with 71% of job seekers in the more motivated segments) and were even less likely to agree that jobs are still available when they speak to Job Network Members or employers (59% compared with 66% of job seekers in the motivated segments).

Table10: Self-help Facilities (excluding Touch Screens)

	Newspapers (%)	PCs for writing resumes & letters (%)	Photocopier (%)	Telephone (%)	Fax (%)	Use equipment frequently (%) Base: Used other self help (n=1972)
Drivers	36	19	41	29	24	50
Struggling	35	20	41	35	24	55
Selectives	28	16	38	22	17	54
Dependents	22	16	35	27	17	47
Total More Motivated Segments	30	18	39	28	20	51
Drifting	34	19	30	20	11	29
Disempowered	40	15	31	28	15	41
Cruising	27	13	28	21	11	33
Withdrawn	36	16	29	24	9	37
Total Less Motivated Segments	34	15	30	23	11	35

Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

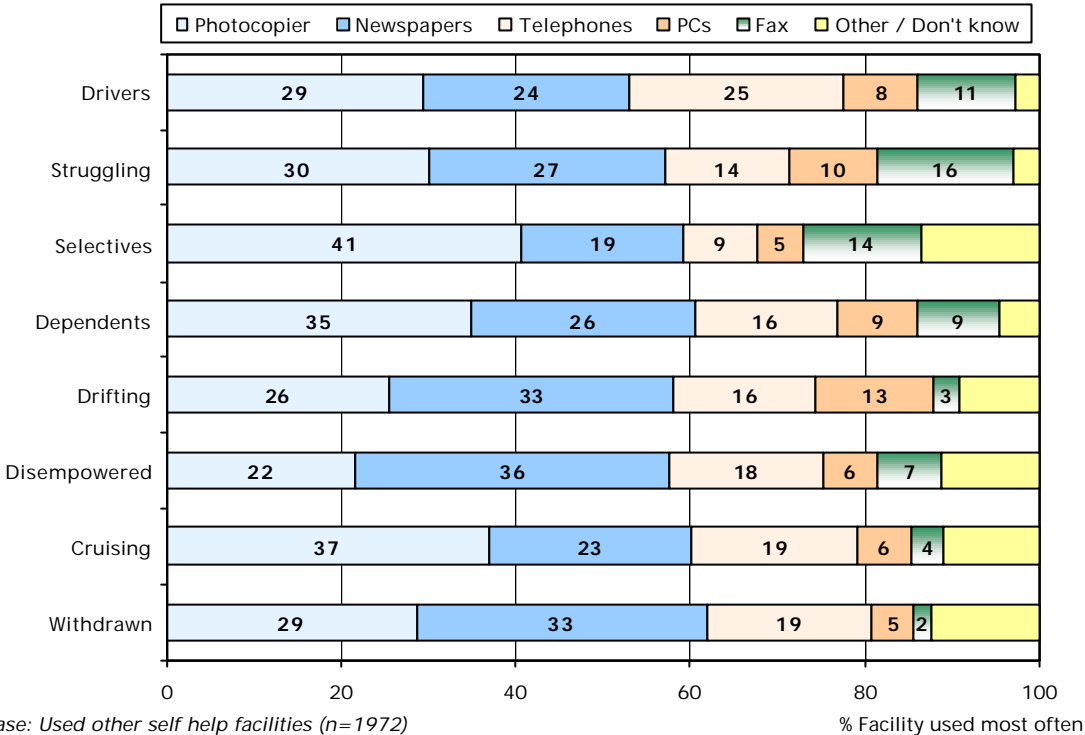
Job seekers were also asked to identify the self-help equipment they had used at Centrelink. Job seekers in the more motivated segments were more likely to have used more of the self-help equipment (photocopiers, telephones and faxes) at Centrelink offices. Job seekers in the less motivated segments were more likely to have used only newspapers. The groups appear to be equally likely to have used the computers to write resumes and letters (Table 10).

Job seekers who had used the self-help equipment in Centrelink offices were asked how often they used the equipment. Just over half (51%) the job seekers in the more motivated segments used the newspapers, computers, photocopiers, telephones, fax machines frequently (at least once a fortnight) compared with 35% of job seekers in the less motivated segments.

Using the equipment at home instead of at Centrelink was more likely to be cited by more motivated job seekers than less motivated job seekers as a reason for infrequently (rarely, only used once or have never used) using the self-help facilities. Around 56% of the more motivated job seekers did not use the self-help facilities because they had the facilities at home, used them at a Job Network agency or used the facilities elsewhere, compared with 40% of job seekers in the less motivated segments.

Figure 6 shows the equipment *most often used* by job seekers at Centrelink.

Figure 6: Self-help Facilities Used Most Often By Job Seekers



Source: Job Seeker Evaluation of Employment Services (Centrelink) 2001

Around 60% of job seekers in each segment reported that the photocopiers and newspapers were the self-help facilities they used most often at Centrelink offices.

Similar proportions of job seekers in the more motivated and less motivated segments required help using the self-help facilities (18% of more motivated job seekers compared to 19% of less motivated job seekers). The groups were also equally likely to ask for help from Centrelink staff or the hotline number (80% of more motivated job seekers compared to 76% of less motivated job seekers). The kind of help needed included showing how to use or start the equipment, help when the equipment is not working and help in using computer programs.

The level of satisfaction with self-help facilities amongst those job seekers who used them was similar for more motivated job seekers and less motivated job seekers (97% satisfaction for the more motivated segments compared to 95% for the less motivated segments). Again satisfaction with the equipment does not appear to explain the difference in the degree of usage of the self-help equipment.

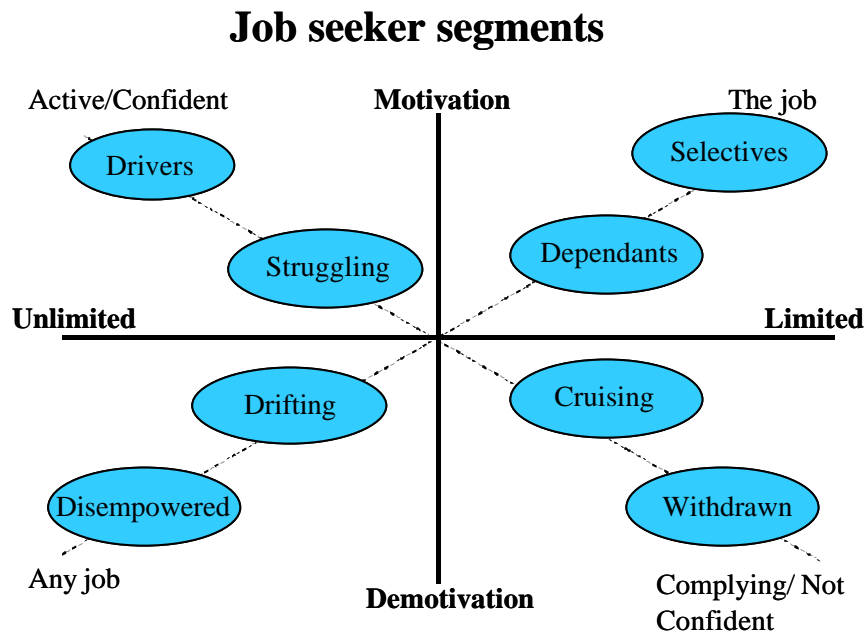
The results from the 2001 Job Seeker Evaluation of Employment Services finds that in general job seekers in the motivated segments are more likely to use the self-help facilities frequently at Centrelink. As the level of satisfaction with the facilities is similar, this higher level of usage is likely to be related to their motivation to find work.

CONCLUSION

- The characteristics associated with each of the segments can help identify the types of assistance required to most effectively generate the desired behaviours of active job search, economic participation and reduction of income support reliance. Job seekers who are highly motivated, active, confident and open to all job opportunities (*Drivers*) made up one of the largest segments (16%) as measured by a survey of some 3500 jobseekers in 2001. Other larger segments include *Cruising* job seekers and *Dis-empowered* job seekers.
- The survey also identified that more than half (57%) of job seekers were in the less motivated segments. This indicates a strong focus for assistance on increasing the “benefits” of job search and paid employment and decreasing the “costs” of moving from unemployed to employed.
- Just under half (48%) of all job seekers were identified as being in the more limited segments. Only 7%, however, were highly motivated and actively searching but had specific limits on the type of job they would accept. Depending on the type of limitations these job seekers have they may have a good chance of an employment outcome. Assistance may need to be provided in assessing the reality of their limitations and broadening their understanding that getting into any job - no matter what pay or skill level - provides the best opportunity for longer term employment prospects.
- Whilst demographics alone cannot describe each segment, certain characteristics are more likely to be found in some segments than others. In some cases the findings support stereotypes associated with job seekers (older job seekers are more likely to be Disempowered or Withdrawn, for example) while in others they do not.
- Job seekers in the more motivated segments were more likely to use the self-help facilities and touch screens on a regular basis but this does not appear to be related to levels of satisfaction or awareness.

APPENDIX ONE
DESCRIPTION OF ATTITUDINAL SEGMENTS

Job Seeker Attitudinal Segmentation – an Australian model



Defining the segments....

Drivers are job seekers who are doing everything they can to get a job. They are confident and motivated and are open to all job opportunities and job search activities. They will try for any job possible and will do almost anything they can to secure employment. They find it difficult not having anything to do and put 100% effort into finding employment. Drivers are optimistic about their future and believe they will find a job soon.

Struggling job seekers are also motivated and are trying hard to look for work. These job seekers are willing to take any job but are less confident in themselves and their skills than Drivers. This lower level of confidence may mean that they are less creative in their job search activities. Continued rejection and extended periods of unemployment can have a negative impact on their motivation levels.

Drifting job seekers are less motivated than Struggling job seekers because they do not know what job they want and are unsure about how to go about finding a job. They are also less confident about themselves and their skills. These job seekers may be too shy to ask for help or may not know how to get it but they feel they need help to get a job. Drifting job seekers would take any job because they feel it would be better than being unemployed. Drifting job seekers appear to be 'lost' and unsure about what they want to do and how they can improve their situation.

The **Disempowered** segment includes those job seekers who have lost their motivation to look for work and lack the confidence in themselves and their skills to job search but still want to work. These job seekers feel disempowered because they believe they have been overlooked by

society and are disempowered by employers. Disempowered job seekers have given up hope of getting a job. In their present state of mind, they have accepted that getting a job is beyond their reach and have resigned themselves to living on the unemployment benefit.

Selectives are driven individuals who have placed very specific limits on the type of job they are looking for and would accept. These job seekers are looking for ‘the job’ that meets specific criteria in terms of the type of work, the industry or profession the job is in, a certain income level, a job in the location they want or for the number of hours they are willing to work. Selectives are completely confident that they will eventually find ‘the job’. They are motivated individuals who are extremely active within these limitations. They are looking for work that will accommodate their needs. These needs may include recognition, status and acknowledgment.

Dependents are concerned about the difficulty of finding the right job, they will not consider other job opportunities and often have restrictions about the job search activities they feel comfortable undertaking. These are people who are depending on the system until the ‘right’ job comes along. Dependents dislike the unemployed life and would rather be working but are not willing to take just any job.

Cruising job seekers genuinely like the unemployed life style because it gives them freedom and time to do as they please. These job seekers have no desire to work full-time or in a permanent job and are not actively looking for work at this stage. They are merely complying with Centrelink requirements. Some may even be ‘manipulating’ their work diaries to prevent breaches so they can stay on the benefit.

Some job seekers in the Cruising segment supplement their income by taking on casual work (either legally or under the table) to maintain a more comfortable lifestyle, while others accept that there is a financial trade off in choosing not to work. They are happy to live within the constraints of the unemployment benefit. These job seekers may already possess material items such as a house and/or car and do not feel the need to work, or they may not want those possessions. Quality of life for them is about freedom and having the time to spend with their families.

Withdrawn job seekers are not motivated to look for work and believe that they are unable to work. In effect these job seekers have withdrawn themselves from the job market. Withdrawn job seekers often have medical or psychological conditions that they feel makes it impossible for them to work. They no longer believe it is an option for them. Withdrawns believe they will never work again, they feel they are wasting the government’s money on job search assistance, or their own time looking for work.