

Evaluation of MES Early Views on the Internet Job Bank

FINAL REPORT Prepared for the Employment Service

January 2002

GHK (in association with the Policy Research Institute, Leeds Metropolitan University)
GHK House
526 Fulham Road
London
SW6 5NR

Tel: 020 7736 8212
Fax: 020 7736 0784
<http://www.ghkint.com>

Disclaimer

The views expressed in this report are those held by GHK and do not necessarily reflect those of the Employment Service.

Contents

CONTENTS	i
LIST OF TABLES	ii
ACKNOWLEDGEMENTS	iii
EXECUTIVE SUMMARY	iv
1 INTRODUCTION	1
2 SETTING THE CONTEXT	5
3 JOBS WEBSITES	11
4 SATISFACTION WITH INTERNET JOB BANK AND ITS PORTALS	17
5 AREAS FOR IMPROVEMENT	21
6 CONCLUDING COMMENTS	25
ANNEX A - TABLES	27
ANNEX B – QUESTIONNAIRES	35

List of Tables

Table 2.1:	Internet experience of respondents
Table 2.2:	Use of the Internet – comparison of survey results
Table 2.3:	Access to the Internet – comparison of survey results
Table 2.4:	Use of the Internet for jobsearch – comparison of survey results
Table 3.1:	Reasons for preference
Table 3.2:	Most important information on a website
Table 3.3:	Most important search function
Table 3.4:	Most important other features
Table 4.1:	Ratings of usability
Table 4.2:	What respondents liked best about ...
Table 4.3:	What respondents liked least about ...
Table A1:	Characteristics of survey respondents
Table A2:	Use of the Internet – comparison of survey responses
Table A3:	Comparison of use of ES website and Worktrain
Table A4:	Comparison of ES website and Worktrain to other websites
Tables A5-A7:	What is important, useful and unnecessary to offer on a jobs website

Acknowledgements

This study was undertaken by members of the ES Research Partnership on Performance. The project was managed by GHK with the Policy Research Institute of Leeds Metropolitan University undertaking the telephone survey.

We would like to thank all those who provided information for this study.

Executive Summary

Purpose

The aim of the research was to capture Jobseekers' early views on access and usage of the Internet Job Bank, available through two portals – the Employment Service website at www.employmentservice.gov.uk and Worktrain at www.Worktrain.gov.uk. As far as possible the study tried to explore user characteristics and the extent to which the Internet Job Bank (through its portals) attracts new clients and/or displaces Jobcentre use.

The objectives were:

- To determine what differences exist in Internet access among different types of Jobseekers
- To ascertain obstacles there are in Internet access and ultimately Job Bank access
- To determine how Jobseekers use the Internet for jobsearch purposes
- To indirectly identify the likelihood that Jobseekers will use the Internet Job Bank
- To identify how the functions and the design of the Internet Job Bank (and its two portals) may be improved so as to encourage greater use.

This study comprised a developmental element of the Evaluation of MES, feeding into design and delivery and thus is to be regarded as a piece of action research and 'work in progress'.

The report is based on:

- An analysis of responses related to the use of information technology and the Internet, asked by three earlier surveys (Evaluation of Jobpoint Pathfinders, Evaluation of the Remote Jobpoint Experiment, and Evaluation of MES – Baseline Jobseeker/Jobcentre Traffic Survey)
- A small scale telephone survey of 117 respondents to earlier surveys, who stated they have used the Internet for jobsearch, and
- Visits to 14 organisations that provide Internet access to their customers including 40 face to face interviews with jobseekers who have used the ES website or Worktrain to look for work and interviews with staff. Organisations included programme centres, libraries, employment information and advice providers, careers offices, community centres, a Foyer/Learn Direct Centre, a Church and Housing Association and a housing support project for young people.

Overview

Earlier surveys carried out as part of the Evaluation of MES as well as the quarterly ONS First Release on Internet access have shown that the Internet is used widely and by all demographic groups. Younger people and those with higher qualifications are more likely to use the Internet. Most people access it at home and with increasing penetration of computers and digital TV this number is set to rise.

Between a third and two thirds of respondents to earlier surveys had used the Internet for jobsearch. More highly represented amongst those not using the Internet for jobsearch were females, younger people, those with lower qualifications,

and people in work or other circumstances, such as being in full-time education or working in the home.

The Internet is mainly used alongside other jobsearch methods, but there is some evidence that it reduces the amount of time people spend using other methods. The Internet is seen as a convenient, easy and quick way to access vacancy information, not only in the local area but further afield.

The respondents to the telephone and face to face surveys reported no negative effects as a result of using the Internet for jobsearch. Most stated that it made no difference to the types of jobs they look for, the number of applications they made or the location of work they considered. Others mainly had seen an increase in these areas. Ten respondents had applied successfully to jobs they found on the Internet, at least two of these were found on the ES site and Worktrain.

Awareness of the Internet Job Bank and its two portals is relatively high, despite no large publicity campaign. Where used, word of mouth and recommendations by ES staff and through information, advice and guidance providers seem to have been very effective.

The main obstacles to Internet Job Bank access that emerged from this work relate to the accessibility of the websites (downloading time, crashing). There are other barriers to Internet access generally, such as lack of access to equipment or confidence in using computers.

Publicity and promotion stimulate first time use of a website, but decisions to continue using a particular website are based on the appropriateness of vacancy information provided to a jobseekers' needs as well as usability and ease of navigation.

Respondents gave a number of reasons for non-use of the websites, including already being in employment; recently returned to education; only found out about it recently and not used yet; existence of better sites; and jobs advertised on ES or Worktrain are not applicable to their jobsearch. One person commented that they are not compatible with the Internet access on their TV.

Users however said both websites were easy to use and navigate, but the current search functions were seen as too inflexible by some. The report has identified areas in which improvements could be made to address the issues raised by respondents.

Suggestions for improvements to the Internet Job Bank

Search process

- Bring job classifications in line with customers' thought and search processes. If changes to the classification cannot be made, simplify the way users can identify their job. Consider the introduction of job areas (e.g. public sector)
- Allow for a more flexible search, for example that either job title or location or both can be specified
- Increase the number of selections that can be made in each search category.
- Allow browsing
- Include the ability to search by SOC (Standard Occupational Classification) code (for those who have signed a Jobseeker Agreement which lists them) or job reference number

- Allow the user to specify exactly what they are looking for, or explain why the search brings up wider results than the user has specified
- Allow searches by skill areas
- As the Internet Job Bank will be the main provider of vacancy information to ES partner organisations do not forget their needs.

Vacancy information

- Ensure that the time between the filling of a vacancy and removal from the database and website is minimised to avoid disappointment
- Ensure job descriptions are accurate and describe the specific job more clearly, introduce more detailed information where useful
- If possible, provide more information about employers, employer address and contact details
- To overcome the lack of some types of vacancies, link up with sites that can fill these gaps (e.g. graduate sites).

Stimulating use

- Address the difficulties experienced by some users with accessing, downloading information and the crashing of both websites
- Consider a demonstration or tutorial for those who use the site for the first time.
- Consider the introduction of separate sections targeted at specific groups of users (e.g. temporary, part-time, students etc)
- To encourage greater use consider publicising more to the general public.

Additional functions

- Exploit the interactiveness of the Internet by, for example, streamlining the application process, e.g. including online application forms or at least an application request form or contact sheet
- Provide links to other sites that can complement the website (e.g. journey planners)
- Allow users to download information in order to be able to reflect on the vacancies they found (this would also be useful to information and advice providers).

1 Introduction

1.1 The Modernisation Programme

The modernisation programme, known as “Modernising the Employment Service” or MES, is a package of measures introduced, mostly in 2001/02, to transform ES services and to lay the foundations for the labour market service of Jobcentre Plus. MES forms part of the ongoing IT development programme.

The key objectives of the MES programme are to:

- Improve the effectiveness of the ES’ services for Jobseekers, particularly for those who are at a disadvantage in the labour market;
- Improve the effectiveness of the ES’ services for employers, and
- Improve the efficiency, accuracy, flexibility and responsiveness of the ES’ work processes in meeting the needs and changing priorities of Ministers, customers, and partners.

The objectives have been addressed through changes and improvements to ES service provision, including the introduction of: touch screen jobpoints replacing vacancy display boards, centralised vacancy taking via customer service centres and the availability of all ES notified vacancies via the ES Internet Job Bank. The modernisation programme also includes the replacement and upgrade of IT hardware and software.

The MES programme is subject to a comprehensive evaluation, and a number of reports are to be published in 2002 and 2003. The MES evaluation comprises two rounds of research. Round one is designed to provide early feedback on MES rollout as well as forming a baseline against which later changes can be measured. Round two will provide information on the development of the programme and will identify any changes from the baseline.

The following research outputs are planned:

- Baseline nationally representative telephone survey of employers;
 - Follow-up employer survey planned for summer 2002 to measure any changes from baseline;
- Qualitative interviews with employers and with staff in customer service centres;
 - Follow-up interviews planned for spring 2002;
- Exit survey of Jobseeker and Jobcentre traffic count at Jobcentres;
 - Follow-up traffic survey planned for summer 2002 to measure any changes from baseline;
- **Study of early views on the Internet Job Bank;**
- Jobcentre case studies: interviews with staff and partners of jobcentres;
 - Follow-up sweep of Jobcentre case studies planned for spring 2002;
- Econometric analysis of impact of MES on ES performance and the labour market in 2001 and 2002;

Summary evaluation reports at the end of first and second year work

1.2 Purpose

The aim of the research was to capture Jobseekers' early views on access and usage of the Internet Job Bank, available through two portals – the Employment Service website at www.employmentservice.gov.uk and Worktrain at www.Worktrain.gov.uk. As far as possible the study tried to explore user characteristics and the extent to which the Internet Job Bank (through its portals) attracts new clients and/or displaces Jobcentre use.

Other objectives were:

- To determine what differences exist in Internet access among different types of Jobseekers
- To ascertain what obstacles there are in Internet access and ultimately Job Bank access
- To determine how jobseekers use the Internet for jobsearch purposes
- To indirectly identify the likelihood that Jobseekers will use the Internet Job Bank
- To identify how the functions and the design of the Internet Job Bank (and its two portals) may be improved so as to encourage greater use.

The study forms part of the wider evaluation of the Modernising the Employment Service Programme, but it should be noted that this piece of research was developmental.

1.3 Methodology

The methodology was designed to address the aforementioned objectives, but also to take into account the constraints of identifying a sample of Internet Job Bank users. It included:

- A further analysis of three earlier surveys (Evaluation of Jobpoint Pathfinders, Evaluation of the Remote Jobpoint Experiment, and Evaluation of MES – Baseline Jobseeker/Jobcentre Traffic Survey)
- A small scale telephone survey of respondents to previous jobseeker surveys, who stated they have used the Internet for jobsearch, and
- Visits to locations where Internet access is provided to undertake face to face interviews with jobseekers who have used the ES website or Worktrain to look for work and interviews with staff.

The aim for the face to face interviews was to select a range of sites across Britain, including programme centres, libraries, careers offices and others. Programme centres were identified with the help of the ES. Most of the other organisations were found through the UK Online centre directory and Information Advice and Guidance Partnership co-ordinators. One of the Worktrain pilots¹ was also re-visited.

Identifying sites where sufficient numbers of people are using the Internet Job Bank has been difficult for a number of reasons:

- Organisations without a focus on information and guidance or jobsearch - such as libraries and Internet cafés - do not monitor which websites their customers are using. Many believed at their sites the Internet was mainly used for email

¹ Worktrain pilots were organisations which contributed to research carried out before Worktrain was launched.

- In addition, the Internet Job Bank competes with a vast number of other websites providing vacancy information - some of which are publicised heavily - and the likelihood of meeting enough users on a day in an organisation without an employment or careers focus was regarded as very small
- Smaller organisations were more likely to be aware of their customers' use of the websites, but in many cases numbers were too small to justify a visit
- Other organisations such as Colleges or Learn Direct Centres believed that their provision is mainly used for learning rather than jobsearch
- Although the ES website and Worktrain are known, alternative websites are used because they are seen to provide a better and more appropriate service. This was, for example, the response a number of Information Advice and Guidance providers in the North West of England who said that www.northwestworkplace.com is most commonly used in their area.

In the end, visits were made to three programme centres, three organisations providing employment and training information and advice, two public libraries and one careers library, two community centres, one Foyer/Learn Direct Centre, a Church and Housing Association and a housing support project for young people.

The following report is based on:

- 117 telephone interviews of known users of the Internet, who have used it to look for jobs
- 40 face to face interviews with users of the ES website and Worktrain
- Interviews with staff at the 14 sites visited
- An analysis of responses to questions about the use of information technology and the Internet from three earlier surveys undertaken as part of the Early Evaluation of Jobpoint Pathfinders, Evaluation of the Remote Jobpoint Experiment and the Evaluation of MES (Baseline Jobcentre traffic/Jobseeker survey).

1.4 Structure of the report

The remainder of the report is organised as follows: Chapter 2 looks at the characteristics of survey respondents, their use of the Internet in general and for jobsearch, its advantages and disadvantages and the impact it may have. Chapter 3 sets out use and awareness of the ES website, Worktrain and other websites as well as opinions of what a jobs website should offer. Chapter 4 describes how satisfied users have been with both Internet Job Bank websites. Chapter 5 looks at what improvements could be made to the websites to increase their user-friendliness and encourage greater use. Chapter 6 sets out the concluding comments. Background quantitative information and copies of the questionnaires used in the surveys can be found in the Annex.

2 Setting the Context

2.1 Characteristics of the sample

The sample for the telephone survey was identified from earlier surveys (Early Evaluation of Pathfinders, Evaluation of the Remote Jobpoint Experiment, and the Evaluation of MES – Baseline Jobseeker/Jobcentre Traffic survey). It was based on those respondents who had stated they use the Internet for jobsearch and had agreed to take part in further research. About a third of respondents to the telephone survey came from each of the three surveys; thus, the majority of people had been originally identified through a Jobcentre exit survey, the rest had been surveyed at the two supermarkets involved in the remote Jobpoint experiment. Despite the different origin, views of the respondents to the telephone survey have been broadly similar and are grouped together throughout the report.

Face to Face interviewees were all users of either the ES website or Worktrain identified through a range of organisations providing Internet access to their customers, including programme centres, libraries, careers offices and community organisations. The aim was to gain a cross-section of views from users of the Internet Job Bank. Staff of organisations visited were also interviewed and could be regarded as users; however they were not included in the data on which this chapter is based.

Because of the constraints in identifying a sample of Internet Job Bank users and the resulting methodology, the sample for this study is not representative, and findings should be regarded as descriptive.

The majority of respondents to both the telephone and face to face survey were male, under the age of 35 and white. Telephone and face to face interviewees differed in terms of:

- qualification levels – face to face interviewees were more qualified than telephone interviewees; 68% held qualifications at NVQ level 3 or above, compared to 46% in the telephone survey
- employment status – a greater proportion of telephone interviewees than face to face were in employment
- benefits – the majority of face to face respondents were in receipt of some kind of benefits, in contrast most telephone interviewees received none.

In terms of Internet experience, however, both samples were relatively similar (see Table 2.1). A third of respondents in each survey described themselves as experienced or very experienced. A smaller group said they were beginners. The largest group represented though were those who claimed to be familiar with the Internet.

Table 2.1: Internet Experience of respondents

Internet experience	Telephone survey	Face to face survey
	%	%
Beginner	18	20
Some familiarity	12	13
Familiar	39	35
Experienced	22	28
Very experienced	9	5
	n=117	n=40

The following sections will look at how the Internet is used in general and for jobsearch in particular. For this purpose, responses to three Jobseeker surveys carried out as part of earlier research will be included in the analysis. For information, Table A1 in the annex sets out a comparison of user characteristics of the two surveys carried out for this work with the three earlier undertaken surveys.

2.2 Use of the Internet

The three previous surveys (Early Evaluation of Jobpoint Pathfinders, Evaluation of the Remote Jobpoint Experiment and the Evaluation of MES – Jobcentre Traffic/Jobcentre Baseline Survey) provide some useful insight into how the Internet is used. Aiming to provide an indication of Internet usage, the relevant findings are presented over the next two sections. Additional information from the surveys carried out as part of this study is included, where appropriate. Further data for each survey is provided in Table A2 in the Annex.

The majority of respondents to the three previous surveys were using the Internet. These users came from all demographic groups. However, more males than females said that they use the Internet as well as a higher proportion of people in younger age groups. This is similar to the findings of the latest ONS First Release on Internet Access (September 2001).

Use also increased with the level of qualifications an individual holds. Unemployed people seem to be less likely to use the Internet. Interestingly, in all three previous surveys, more non-white respondents than white respondents stated that they use the Internet.

Table 2.2: Use of the Internet – comparison of survey results

	Early Evaluation of Jobpoints	Remote Jobpoint user	Remote Jobpoint non-user	Jobcentre traffic/ Jobseeker survey
<i>Do you use the Internet?</i>	%	%	%	%
Yes	60	59	58	50
No	40	41	42	50
	n=637	n=260	n=802	n=1691

Most people accessed the Internet at home. To a lesser extent it was accessed at college, at a friend's house, work, and the library. The comparatively high proportion of respondents to the Remote Jobpoint Experiment Surveys accessing the Internet at college is possibly a result of the proximity of a university to one of the locations of the remote Jobpoints.

There were differences in where the Internet is accessed between some demographic groups. More of those aged 25+ accessed the Internet at home, whereas a larger proportion of younger people tend to access it at college or a friend's house. This is likely to be related to the economic and social circumstances of people at different stages in their lives. More people with higher qualifications said they access the Internet at work, perhaps related to the greater provision of Internet access in the work place for this group.

Table 2.3: Access to the Internet – comparison of survey results

	Early Evaluation of Jobpoints	Remote Jobpoint user	Remote Jobpoint non-user	Jobcentre traffic/ Jobseeker survey
<i>Where do you access the Internet?</i>	%	%	%	%
At home	68	67	74	65
College	20	26	15	13
Work	7	21	36	8
The library	11	11	8	10
Friends house	14	13	12	14
Programme Centre	1	1	0	2
Training Provider	1	1	1	2
Internet Café	-	-	-	2
Other	13	9	6	7
	n=380	n=152	n=468	n=849

Note: percentages do not add up to 100 as respondents may give more than one answer

Some additional information on the general use of the Internet was gathered as part of the telephone survey, which showed that²:

- Respondents were regular Internet users: 34% use it daily, 29% used it 2-3 times a week, 15% about once a week, and 22% less than once a week
- Other than for jobsearch, most respondents said they use it to look up information (76%) or to email (57%). 21% said they use it for shopping, another 21% stated holidays and travel, 16% for downloading music, 13% for chatrooms, 12% for work. More than a tenth of respondents use it for other activities such as online gaming, and running or building a website business
- 84% use a search engine. The most commonly used search engines were Yahoo and Google
- The majority of respondents use a PC to access the Internet (94%). 2% access it from an Apple Mac and 9% on digital TV.

² some percentages do not add up to 100 as respondents may give more than one answer

2.3 Use of the Internet for jobsearch

Use of the Internet for jobsearch varied greatly between the three earlier surveys, reflecting differences in representation of those in work and not looking for a job. For example, only 32% of respondents to the MES evaluation – Jobcentre Traffic/Jobseeker survey did not at all use the Internet for jobsearch, compared to 63% of non-users of remote Jobpoints interviewed.

Across the surveys females and younger people were more highly represented among those who did not use the Internet for jobsearch at all, as well as those with lower qualifications and people in work or other circumstances, such as being in full-time education or working in the home.

15% of the Baseline Jobcentre Traffic/Jobseeker survey said they search for jobs daily on the Internet. In comparison only 4% of remote Jobpoint users did.

Table 2.4: Use of the Internet for jobsearch – comparison of survey results

	Early Evaluation of Jobpoints	Remote Jobpoint user	Remote Jobpoint non-user	Jobcentre traffic/ Jobseeker survey
<i>How frequently do you use the Internet for jobsearch?</i>	%	%	%	%
Daily	10	4	3	15
2-3 times a week	15	12	5	18
about once a week	17	18	12	16
less than once a week	16	26	17	18
not at all	41	40	63	32
	n=379	n=152	n=467	n=848

For most people interviewed as part of the telephone survey, the Internet was an additional tool for jobsearch –only three of the over 100 respondents stated it as their only method.

Use of the Internet for jobsearch was actively encouraged by some of the organisations visited. This included running training courses or supporting those people who have difficulties using computers, for example by sitting down with them until they feel comfortable enough to do it themselves.

2.4 Advantages and disadvantages of using the Internet for jobsearch

Both telephone and face to face surveys asked about what respondents saw as the advantages and disadvantages of using the Internet for jobsearch.

Statements about advantages of using the Internet for jobsearch related mostly to convenience and time. It is seen as an easy, quick way to find vacancies. It can be done from home, which saves time, effort and travel costs. It is regarded as being more efficient.

It also offers privacy and can be used at any time, there is no need to rely on office hours. People can search for jobs at their own leisure and pace. It can also be a quicker way to apply for jobs.

The Internet also enables the jobseeker to see easily what jobs are available, not only in the local area, but further afield and abroad. Some people thought this increases their chances of finding a job, perhaps a better job in a different location or by offering a wider range of jobs than are available locally. Others said it allows them to be more specific in their jobsearch.

It was regarded as providing more information and up-to-date information. Some found it helpful in increasing their confidence in using a computer, as they become more familiar with it.

Many people could not see any disadvantages in using the Internet, particularly as most used other jobsearch methods as well. Drawbacks stated included that it can only provide a certain amount of information and that not all employers are using it as a recruitment channel, specifically in more traditional industries. Some bemoaned a lack of response to emails or applications. Finding the appropriate job was seen as hard by some people, and it can become time consuming if the person has difficulties finding the jobs or if there are no jobs available. Some found the Internet impersonal. If information is not updated regularly it become less valuable. People who have not used computers before can find using Internet difficult. It was also seen as expensive.

2.5 The impact of using the Internet for jobsearch

The respondents to the telephone and face to face surveys reported no adverse effects as a result of using the Internet for jobsearch. Around half of face to face and telephone interviewees said that it had made no difference in terms of types of jobs they look for and numbers of applications they made. More than half of respondents to the telephone survey and over two thirds of face to face interviewees said it made no difference in terms of location of work they have considered. Others mostly stated that it had increased the types of jobs they look for, the numbers of applications they have made or the location of work they consider.

Using the Internet for jobsearch can also change the way people look for work in other ways:

- In the first instance it is an additional tool for jobsearch
- For some respondents it has changed the way they apply for a job – they prefer to do it online now
- It allows people to look further afield (*“Broadened horizon with lack of local employment [opportunities]”, “it helped to show that there are no jobs with my experience”*)
- Some claimed that by spending more time on the Internet they buy less newspapers. Others do not go to the Jobcentre as often
- Others spend more time overall searching for jobs on the Internet as there are lots to browse
- By providing information at anybody’s fingertips, people are better prepared and have more information on jobs for which they chose to apply
- Some felt that jobsearch becomes more competitive because it is faster
- Some respondents thought they look more professional to a potential employer if they are using the Internet
- One respondent stated that she has become far more flexible. Because the information is available she is willing to look at positions she did not consider before.

The surveys have shown that using the Internet to find work can be successful. Eight of the 117 respondents of the telephone survey had found a job through the Internet. Between the eight of them they had applied for 39 jobs over the Internet, 19 of which they had seen on the ES website or Worktrain. At least one of these people was successful in getting a job they had seen on the ES website. In addition, one of the Worktrain users interviewed as part of the face to face survey had also successfully applied for a job using this website.

3 Jobs Websites

3.1 Use and awareness of the ES website and Worktrain

In previous surveys around half of all respondents had said that they knew that Jobcentre vacancies were available on the Internet. 20% stated at the time of the early Pathfinder evaluation that they had used the ES Internet Job bank.

As part of the MES evaluation baseline survey, individuals were asked if they were aware of both websites and if they used them. 21% said they were aware of the ES website and 7% had used it, 18% said they were aware of Worktrain and 4% had used it. This suggests that the ES website is used slightly more than Worktrain, although the differences are minimal.

By specifically selecting Internet jobseekers, awareness and usage are higher for the telephone survey. It shows, however, that more interviewees were aware of the ES website than Worktrain (53% said they were aware of the ES website, 27% were aware of Worktrain). 29% of all respondents had used the ES website to look for a job (55% of those who were aware of it). 17% of all respondents had used Worktrain (58% of those who were aware of it).

Most survey respondents to the face to face and telephone surveys had used both websites more than five times and use either or both of them regularly on a weekly basis. Telephone survey respondents were more regular users than the face to face interviewees, a third of which had said they use either websites just occasionally.

The largest proportion of respondents to the telephone survey stated that they use either website mostly in the afternoon or evening, whereas almost half of the people interviewed face to face said they use it mostly in the morning. This is likely to be related to Internet access, as many face to face interviewees only use the Internet at the place visited – most of which were open in the mornings and/or afternoon rather than all hours.

3.2 Preferences

A total of nine people interviewed over the telephone said they had used both websites, of these 7 preferred the ES website and 2 Worktrain. 16 people who were interviewed face to face had used both websites, of which 6 said they prefer the ES site, 6 preferred Worktrain (4 couldn't say).

Reasons for this related to accessibility of the site and the (perceived) content provided. The latter point emphasises that respondents were unaware of the fact that the underlying database for both websites (the Internet Job Bank) is the same. However, one person had commented that search results when using both sites were different.

Other reasons were less tangible such as the suitability or appropriateness of the site. This is similar to what respondents said about their favourite commercial website. It can be assumed that these are some of the main criteria on how users will evaluate websites.

Table 3.1: Reasons for preference

Employmentservice.gov.uk	Worktrain.gov.uk
"Faster to access, updated more regularly"	"Better jobs"
"Worktrain is not appropriate for [me]"	"More relevant my needs"
"More suitable - Worktrain seems to be for people who have been out of work for a long time"	"more of a wide range, it's difficult to get onto ES site"
"Easy to use. Other one had training on it"	"Worktrain appears to have more jobs and is a more visually appealing site"
"Because the jobs on this site are definitely available in the Jobcentre and you can take the code in from the site to ES staff"	"Has more info than ES site and is more attractive"
"Better choice of jobs"	"easier to use"
"most familiar"	"first one used"
"easier to use; quicker; can't always get onto Worktrain"	
"easier to use"	
"quicker to use"	

3.3 Non-use

Non-use of the websites by respondents was due to a number of reasons. Such reasons included: already in employment; recently returned to education; only found out about it recently and not used yet; existence of better sites; and jobs advertised on ES or Worktrain are not applicable to their jobsearch. One person commented that they are not compatible with the Internet access on their TV.

3.4 Awareness raising

The proportion of people aware of either website is relatively high, given the general lack of publicity when compared to the advertisement of some commercial websites. It should be noted though that the majority of interviewees have been Employment Service customers, and many people had found out about both websites through the Employment Service. They either saw it advertised on a leaflet or posters or were told by Jobcentre or Employment Service Direct staff.

Organisations which provide employment/careers information and advice also play a major role in raising awareness of the Internet provision of ES vacancies. Many of the face to face interviewees heard about either Worktrain or the Employment Service website when they first visited the programme centre or employment resource centre where they were interviewed.

Staff also reported that people approach them for recommendations of useful websites and they would always recommend a number of websites depending on the type of work somebody is looking for. Worktrain was seen as providing good background information on jobs, whereas both websites were said to be recommended for lower level and local jobs.

Many of these organisations have lists of useful websites that provide jobs information ready to give out to the public. The ES website and Worktrain were mostly included among a large number of others such as reed.co.uk, monster.co.uk, totaljobs.co.uk and workthing.com.

Two organisations that were visited used the ES website as default on their computers. These were two programme centres who are contracted by the ES. Others provided links on their website, home pages or favourite lists. In some organisations staff put these together, others rely on their customers to recommend which site they find useful.

3.5 Use of other websites and comparison to ES websites and Worktrain

The most commonly used commercial website is Fish4Jobs. 37% of respondents to the Pathfinder survey and 36.9% of the MES evaluation Baseline Jobseeker survey said they had used this website. This is almost twice the proportion of Jobseekers who said they used the ES website to look for jobs (20% of respondents to the Pathfinder survey and 17% of the MES evaluation Baseline Jobseeker survey).

Other widely used commercial websites are Stepstone (15%, 6%) and Monster (13%, 9%). Fish4Jobs, Stepstone and Monster are also some of the most heavily advertised sites.

A similar picture has emerged from the telephone survey. 73% of all respondents said they had used other websites to look for a job. The most cited of over 80 websites mentioned were Fish4Jobs, Monster and Stepstone, and 36% said that Fish4Jobs is their favourite website, followed by Monster (23%) and Stepstone (5%).

As part of the face to face interviews respondents were asked how they found out about these websites. The most common responses included recommendation by others, TV advertising or through information or leaflets given out by those organisations that provide information and advice on jobsearch. As already mentioned before, a number of the organisations visited also listed links to all kinds of websites (ES and non-ES) which provide information on jobs on their own websites, homepages or favourite lists.

In both surveys respondents were asked to compare both ES and Worktrain with other websites they had used to look for jobs, in terms of types of jobs available, information given on jobs, navigation and usability and number and quality of links available. Generally ES and Worktrain websites were seen as being at least as good as, and often better than other sites. The ES website fared slightly better in terms of jobs available and navigation and usability. In comparison, Worktrain was rated slightly better on the number and quality of links available.

Some comments were made that other websites have been better at naming what service they provide.

The provision of ES vacancies was seen as beneficial by some respondents, as it could extend services to those people who find it difficult or do not go at all to the Jobcentre. It also raises awareness of Jobcentre vacancies. One person said he had seen jobs on Worktrain he had not seen elsewhere.

3.6 What a jobs website should offer

People were asked about what they would expect from a website in terms of information provided, search functions and other features that could be made available on a website providing information on jobs.

None of the information³ suggested was seen as unnecessary by most respondents to both surveys. At least they were regarded as useful if not important, providing an indication of what information is wanted by jobseekers to decide if a vacancy is suitable to them.

There were differences in terms of importance or usefulness. Perhaps not surprisingly, a job description was seen as the most important information - 48% of respondents to the telephone survey and 61% of face to face interviewees said this. This was followed by salary/wage information and information on the location of jobs. Salary and wage information were more important to the telephone than the face to face interviewees.

Table 3.2: Most important information on a website

Most important information	Telephone	Face to Face
	%	%
job description	48	62
salary/wage	28	15
location of jobs	8	15
Information on employer	5	4
job hours	5	4
Other	4	0
	n=95	n=26

A range of additional information to the options provided was also suggested by respondents including:

- Bonus schemes, perks and benefits, promotion chances
- Employment policies, leave policies, benefits and equal opportunities statement
- More information about requirements including qualifications, skills and experience, age of applicants
- A deadline for applications
- Type of contract (and if temporary the length of contract)
- More information about a company in general
- Detailed information on what jobs involve
- Shift patterns
- Information on employers, employer expectations of employee, employer contact details
- If it is easily accessible by public transport
- Email addresses.

³ Salary/wage, on employer, location of job, job hours, job description

Table 3.3: Most important search function

Most important search function	Telephone	Face to Face
	%	%
job categories	34	48
location	19	24
free text search	18	10
salary	13	3
permanent/temporary	6	3
full-time/part-time	4	7
evening/weekend work	2	3
by employer	2	0
other	1	0
	n=94	n=29

Asked about search functions⁴, a slightly different set of priorities emerge with job categories, location and free text search coming out at the top. The most important search function for 48% of face to face interviewees and 34% of telephone interviewees were job categories. To be able to search by location was most important to a fifth of those interviewed by telephone and a quarter of face to face interviewees. 18% of the telephone survey and 10% of the face to face interviewees regarded free text search as the most important search function. Less people found the ability to search by salary most important. Overall, very few people said that any of the functions stated were unnecessary (except to search by employer).

Other information people would like to specify in their search included:

- Qualifications
- Training
- Skills
- Language skills
- Job hours/specific hours
- Ability to choose more than one option
- Ability to browse.

When considering the other features that a website could provide, most respondents were in favour of anything that makes it easier, quicker or more convenient to search and apply for a job. Most important to telephone interviewees was a direct email link for submitting applications online, for face to face interviewees it was links to employers websites.

⁴ location, salary, permanent/temporary, full-time/part-time, evening/weekend work, employer, job categories, free text search.

Table 3.4: Most important other features

Most important other feature	Telephone	Face to Face
	%	%
direct email link for submitting applications online	37	18
automatic email listing new jobs matching a saved jobsearch profile	25	18
links to employers website	22	36
searches can be saved	12	18
Other	4	9
	n=92	n=11

Suggestions from respondents were:

- Put a CV to the agency
- Response to say CV has been received
- Advertising of companies
- Online application forms.

What became particularly clear during the face to face interviews is the way peoples' approach to searching for a job very much depends on individual priorities. Many people who stated location as their first priority did this because they have to rely on public transport or because they want to work in the local area in any job (e.g. a student looking for part-time work in retail or the hospitality sector). Others would like to search for specific hours, because they are restricted in this way. Another group of people want to work in a specific job, but are very flexible about where they work. If it is not possible to search their specific way, they would like to see at least all the relevant information displayed to make an informed decision as to whether they should pursue the job further.

Because of this, a good website will have to strike the balance between the right amount of information and search options and user-friendliness. This poses particular problems for websites such as ES and Worktrain, as they cater for a market with very diverse needs.

Some of the features discussed in this section are currently not available on the Internet Job Bank and the websites. It would be useful to consider the introduction of some to further develop the Internet Job Bank in terms of user-friendliness and meet customers needs.

4 Satisfaction with Internet Job Bank and its Portals

4.1 Satisfaction and usability

Most face to face interviewees found both websites easy to use and helpful (see table below for responses). However, interviews took place with a majority of regular users, who possibly have continued using the website because they like it and find it useful.

Table 4.1: Ratings of usability

Statements	Employmentservice.gov.uk	Worktrain.gov.uk
The language used on the Website was easy to understand.	3.0	2.9
It was easy to move from one page to another.	2.9	2.6
It was clear what a page was for.	2.9	2.8
The website was helpful in searching for a job.	2.9	2.9
Information was organised clearly	2.8	2.7
I would recommend it.	2.8	2.7
It provided all the information needed.	2.1	1.8
The webscreens don't look very attractive	2.0	2.1
There was too much information on each page.	1.8	1.5
It took too long for a page to appear.	1.8	1.7
It was complicated to use.	1.5	1.6

Note: table shows average user ratings for specific usability aspects – a value of 2 represents a neutral rating, higher values represent higher levels of agreement with statement, whereas lower values represent disagreement; questions were based on the Worktrain pilot research

It was commented that access to both websites could sometimes be slow, possibly because of traffic. Problems with crashing of both websites were reported, as a result people have stopped using them and turned to alternatives instead.

A mixed picture emerged about the attractiveness of the webscreen of both sites. However, some regarded this as less important as long as the information provided meets what they were looking for. A comment was made about the size of the writing on the Worktrain website, which this interviewee found difficult to read.

One organisation was concerned that the ES website would not appeal to older people, as it seemed to have been designed with younger people in mind. This was underlined by the statement from a staff member at a different organisation dealing with young people (16-30), that they liked the site because of the pictures on it, which are changed regularly. Similarly, a comment relating to Worktrain was made that the colour scheme had been designed to attract young people. Two (older) interviewees had also said that they found the colours of the site too bright or “blinding”.

Some respondents found the websites (this was said about both sites) difficult to use when they tried them for the first time. Some of the organisations visited actively

worked with jobseekers to overcome these problems by sitting with them and supporting them until they were able to use them without help.

A number of people who said that the websites did not give them all the information they needed said this because they ‘*could not find any suitable vacancies*’. This last point will be a significant criteria for any genuine jobseeker to decide if they will use a website again – can they find the information they are looking for and are there any suitable, up-to-date vacancies available.

4.2 Further Comments

When asked what respondents liked best and least about the ES and Worktrain website, a number of different themes emerged. Examples of these are provided in Tables 4.2 and 4.3. It is interesting to note that some comments on both sites were broadly similar. To some extent, this can be explained by the fact that both sites access the same database, and the information provided to users should be similar. Other comments, however, also show that respondents are not aware of this, believing that one site had more vacancies than the other.

Positive comments made about each site included that both were easy to use and navigate, well designed, informative, providing fast access to information. Respondents were also appreciative of the range and variety of vacancies and additional information on training opportunities and courses.

Table 4.2: What respondents liked best about ...

Employmentservice.gov.uk	Worktrain.gov.uk
<p>Vacancy information <i>“Has UK and international jobs”</i> <i>“Info on overseas jobs”</i> <i>“A lot of vacancies. Good range of jobs”</i> <i>“Full access of jobs available”</i></p>	<p>Vacancies information <i>“Many jobs in a small area”</i> <i>“Variety of jobs”</i> <i>“Specialist vacancies available on this site”</i> <i>“More information on jobs compared to ES site”</i> <i>“More jobs than some other sites. better jobs”</i></p>
<p>Additional information <i>“The maps. I could search through the UK”</i> <i>“Provides opportunity information”</i></p>	<p>Additional information <i>“Course information”</i> <i>“Explains how they train and what course there are”</i></p>
<p>Access/Speed <i>“Only need 10 minutes to find a list of jobs”</i> <i>“Get employers’ information quickly”</i> <i>“It’s quicker than other sites”</i> <i>“Ease of access”.</i></p>	<p>Access/Speed <i>“Speed of searches”</i> <i>“Search capabilities. Speed of searches”</i></p>
<p>Layout/ design <i>“Has a good layout”</i> <i>“Very helpful, very friendly site, didn’t baffle you with jargon. Straightforward”</i> <i>“Self explanatory and easy to use”</i> <i>“You can put in your own postcode and it brings up your areas jobs”</i> <i>“Can give list of jobs set to a specific criteria”</i> <i>“Easy to use – straightforward”</i></p>	<p>Layout/Design <i>“Easy to navigate”</i> <i>“Relatively easy to use and follow”</i> <i>“Ease of access”.</i> <i>“Simple to use. Straightforward instruction on screen”</i> <i>“Ability to search all vacancies in local area”</i> <i>“Its easy to understand and has a good variety of jobs on it”</i> <i>“Easy to remember name”</i></p>
<p>Convenience <i>“Easier than going down the Jobcentre”</i> <i>“Pull down menu that get you straight to where you want to go”</i></p>	<p>Convenience <i>“Convenience - don’t have to attend Jobcentre”</i> <i>“Has a good layout and is easy to use”</i></p>

Respondents disliked the difficulties that they had accessing and navigating the websites. As there have been also positive comments about the same issue, this might suggest that other factors such as computer and modem capacity, time of the day and the skill of the users play a role.

Some respondents questioned the search capabilities and the way in which vacancies are categorised. Others were unsure if vacancies are updated regularly, and some had experienced that jobs they had found on the site were gone. It should be noted that the technology allows for instantaneous removal of vacancies, however respondents' experiences could indicate some delay in the follow-up or a short turn-around time of vacancies.

The inability to apply for a job directly by email was also disliked by some respondents, and exacerbated by difficulties some interviewees had contacting Employment Service Direct.

Table 4.3: What respondents liked least about ...

Employmentservice.gov.uk	Worktrain.gov.uk
<p>Search capability <i>"Jobsearch categories could be more specific"</i> <i>"Not clear as to what to look for. Should make website easier just to browse"</i> <i>"Search capabilities"</i></p>	<p>Search capability <i>"Keyword search not useful - doesn't bring up suitable vacancies"</i> <i>"Categories provided"</i> <i>"Divided jobs into categories. Can search jobs in a certain location"</i></p>
<p>Vacancies <i>"Not updated daily"</i> <i>"Not enough information, some of the information is not specific enough"</i> <i>"Didn't find a job. Job descriptions not accurate"</i> <i>"Didn't specify hours or pay on them"</i> <i>"Not enough jobs that I actually want"</i> <i>"There are not many local jobs on it"</i></p>	<p>Vacancies <i>"Lacks specific job details"</i> <i>"Not sure if jobs updated"</i> <i>"Not updated regularly enough. Jobs often gone but still posted on site"</i> <i>"If you can't find anything [any suitable vacancies]"</i> <i>"Lots of jobs outside local areas"</i> <i>"Not enough information in the job descriptions"</i> <i>Not enough local jobs"</i></p>
<p>Access <i>"Sometimes it's difficult to get on"</i> <i>"To difficult to navigate"</i> <i>"Time it took to connect"</i></p>	<p>Access <i>"Download time"</i> <i>"It was difficult to get on"</i></p>
<p>Application process <i>"Cannot get in touch with ES"</i></p>	<p>Application process <i>"Not being able to email straightaway to the job"</i></p>

5 Areas for Improvement

5.1 Search capability

Respondents commented on the way each site supported the user to search for vacancies. Potentially the sites target a very diverse user base by providing a general range of jobs. Although many respondents were happy with the provision, most found that the current search on both websites is too strict, requiring a sequence of choices to be made before a search result can be seen by the user. Particularly, in comparison with other available websites, it is seen as inflexible:

- It was said that both sites are easier to search for somebody with a specific job or experience. For example a teacher or an accountant was seen to have no difficulties to identify the right category under which vacancies could be found. *“The more flexible you are in terms of work, the more difficult it [the ES website] is to use”*
- Some respondents found it difficult to look up a specific job. The classification of jobs was not seen as intuitive. Worktrain makes this easier by offering a key word search which brings up the category under which the job title could be based
- Those who were not clear as to what to look for on the website found the sites more difficult to use
- Those people with a range of skills, no skills or no experience, were seen as being at a disadvantage, because they would find it more difficult to identify the right category under which a suitable vacancy could be found
- This also applies to jobs which fall under a range of categories. Administrative positions were used as an example where the user has to go through a number of categories (15 were stated) in order to cover all potential vacancies⁵
- At the moment it is impossible to bring up a search of all local (or all part-time/temporary etc) vacancies, without also specifying a job title (ES site) or a category (Worktrain) first. A number of respondents said they would like to be able to bring up by a search all local vacancies irrelevant of what jobs there are in order to be able to browse. In the case of some of the organisations visited providing employment information and advice, this was even more important, because it would allow them to support their customers better
- Only one job title/category and location can be specified at any time
- Some people thought the categories on Worktrain could be more specific, or more categories could be included
- New Deal vacancies are available, but cannot be easily identified or excluded from the search
- Results wider than the specified search criteria are being brought up, e.g. a wider location than specified either in terms of radius or town – whereas some respondents did not mind this, others were dissatisfied with these results
- Some saw the radius facility as not that useful, because it does not take travel time into account
- It is not possible to go to a specific vacancy directly (with the reference number) in order to look up the information again
- It was noted by some of those who use both websites that the search engines would bring up different results.

⁵ Not all users are fully familiar with all the search capabilities of a site, and in this case the respondent would always restart the search again to cover all potential vacancies, which was seen as very time consuming

Improvements to address some of these issues would increase the user-friendliness of the sites. This is particularly important if the sites continue to target all groups of the population including Internet and computer novices (this is important as Internet provision will be the access point for vacancies for ES partner organisations which by their nature deal with customers who might find using a computer more difficult).

However, a major concern was that currently vacancies are missed by those looking for work, reducing the chances of finding a suitable job, and that users become dissatisfied and continue using other ways of looking for work.

5.2 Content

Concerns were raised about both websites not being updated regularly. Some respondents stated they had tried to apply for jobs which had been filled already. Others said that they had seen vacancies on the website for a long period and were unsure whether they were still available.

A lack of jobs, particularly higher skilled and professional jobs, was noted. In other areas (e.g. in retail, clerical or part-time work) both sites were regarded as providing a wide range of vacancies. The general perception of what type of vacancies are held by the ES also extends to the Internet provision. It is seen as a provider of local vacancies and some respondents found that there are not enough of those on it (reflecting the local labour market).

In some cases job descriptions were seen as too brief and not providing enough detail. Others stated that some descriptions provided were inaccurate.

Some respondents found it cumbersome to have to ring Employment Service Direct, in order to find out more information about a job (seen as necessary to decide whether to apply). These people would prefer it if this information is provided on a website. This also applies to those working to help jobseekers to find work, who cannot use Employment Service Direct on behalf of the person they are supporting.

In addition, the lack of a direct application process was noted, particularly in comparison to other sites. Respondents expressed the wish to be able to apply immediately. Some respondents would prefer to email their application to an employer directly.

The Worktrain website was regarded as better in providing other information, for example on background to specific jobs. Suggestions were made that more information in general should more provided, for examples tips for applications and CVs.

5.3 Suggestions for improvements

Based on all the interviews with Internet Job Bank users, jobseekers and staff, a range of suggestions can be made on how both websites could be improved. Mostly they related to the function of the website rather than the usability. Both websites were generally seen as easy to navigate and use.

Search process

- Bring job classifications in line with customers' thought and search processes. If changes to the classification cannot be made, simplify the way users can identify their job. Consider the introduction of job areas (e.g. public sector)
- Allow for a more flexible search, for example that either job title or location can be specified (and both where preferred)
- Increase the number of selections that can be made in each search category
- Allow browsing
- Include the ability to search by SOC (Standard Occupational Classification) code (for those who have signed a Jobseeker Agreement which list them) or job reference number
- Allow the user to specify exactly what they are looking for, or explain why the search brings up wider results than the user has specified
- Allow searches by skill areas
- As the Internet Job Bank will be the main provider of vacancy information to ES partner organisations do not forget their needs.

Vacancy information

- Ensure that the time between the filling of a vacancy and removal from the database and website is minimised to avoid disappointment
- Ensure job descriptions are accurate and describe the specific job more clearly, introduce more detailed information where useful
- If possible, provide more information about employers, employer address and contact details
- To fill the gap of vacancies in some areas, link up with sites that can fill these gaps (e.g. graduate sites).

Stimulating use

- Address the difficulties experienced by some users with accessing, downloading information and the crashing of both websites
- Consider a demonstration or tutorial for those who use the site for the first time
- Consider the introduction of separate sections targeted at specific groups of users (e.g. temporary, part-time, students etc)
- To encourage greater use consider publicising more to the general public.

Additional functions

- Exploit the interactiveness of the Internet by for example streamlining the application process, e.g. including online application forms or at least an application request form or contact sheet
- Provide links to other sites that can complement the website (e.g. journey planners)
- Allow users to download information in order to be able to reflect on the vacancies they found (this would also be useful to information and advice providers).

6 Concluding Comments

Earlier surveys carried out as part of the Evaluation of MES as well as the quarterly ONS First Release on Internet access (last published September 2001) have shown that the Internet is used widely and by all demographic groups. Nevertheless, younger people and those with higher qualifications are more likely to use the Internet. Most people access it in the home and, with increasing penetration of computers and Digital TV, this number is set to rise.

Among Jobseekers the Internet is used alongside other jobsearch methods, although there is some anecdotal evidence from the surveys undertaken as part of this study that it reduced the amount of time people spend on using other methods.

Awareness of the Internet Job Bank and its two portals is relatively high, despite no large publicity campaign. Where used, word of mouth and recommendations by ES staff and through information, advice and guidance providers seem to have been very effective.

The main obstacles to Internet Job Bank access that emerged from this work relate to the accessibility of the websites (downloading time, crashing). There are other barriers to Internet access generally, such as lack of access to equipment or confidence in using computers.

Publicity and promotion stimulate first time use of a website, but the decision to use a website again is based on the appropriateness of vacancy information provided to a jobseekers' needs as well as usability and ease of navigation.

Both websites were said to be easy to use and navigate, but the current search functions were seen as too inflexible by some. The report has identified areas in which improvements could be made to address the issues raised by users. Further, some of the additional suggestions made by Internet users regarding what they would like to see provided by any websites should be explored.

Annex A - Tables

The following tables show detailed results for each of the sources used, for reference purposes.

Table A1: Characteristics of Survey respondents

Characteristics	Telephone survey	Face to Face interviews	Early Evaluation of Jobpoint Pathfinders	Remote Jobpoints - Users	Remote Jobpoints - non-users	Jobcentre Traffic/ Jobseeker Survey
Gender	%	%	%	%	%	%
male	58	83	67	51	50	67
female	42	17	33	49	50	33
Age group	%	%	%	%	%	%
16-18	14	5	13	20	12	10
19-24	29	23	27	32	21	26
25-34	30	30	26	22	27	26
35-49	23	22	23	22	29	24
50-59	4	20	9	4	10	12
60+	0	0	1	0.4	1	2
Ethnic groups	%	%	%	%	%	%
white	91	85	91	85	-	87
non-white	9	15	9	15	-	11
Qualifications	%	%	%	%	%	%
No qualification level	4	15	20	24	22	24
NVQ level 1	8	8	} 40	12	13	12
NVQ level 2	42	10		34	30	32
NVQ level 3	25	27	20	13	14	16
NVQ level 4	20	20	} 13	14	16	13
NVQ level 5	1	20		2	5	3
Employment status	%	%	%	%	%	%
Employed	53	25	23	55	67	17
unemployed	35	60	70	15	16	56
other		15	7	29	11	27
Benefits	%	%	%	%	%	%
Any benefits	45	85	63	38	39	74
no benefits	55	15	37	62	61	26
Health problems or disabilities	%	%	%	%	%	%
yes	14	25	-	11	14	16
not	86	75	-	89	86	84
English first language	%	%	%	%	%	%
yes	97	95	95	90	93	94
no	3	5	5	10	7	6
Internet experience	%	%				
beginner	18	20	-	-	-	-
some familiarity	12	13	-	-	-	-
familiar	39	35	-	-	-	-
experienced	22	28	-	-	-	-
very experienced	9	5	-	-	-	-
	n=117	n=40	n=856	n=261	n=802	n=1691

Table A2: Use of the Internet – comparison of survey responses

Use of the Internet	Early Evaluation of Jobpoints	Remote Jobpoint user	Remote Jobpoint non-user	Jobcentre traffic/ Jobseeker survey	Telephone survey
Did you know you can access Jobcentre vacancies via the Internet?	%	%	%	%	
Yes	47	56	52	-	-
No	53	44	48	-	-
	n=767	n=260	n=802	-	
Have you ever used a computer before?	%	%	%	%	
Yes	81	92	87	76	-
No	19	8	13	24	-
	n=781	n=260	n=802	n=1692	
Have you ever had training in using a computer?	%	%	%	%	
Yes	61	60	64	69	-
No	39	40	36	31	-
	n=635	n=240	n=700	n=1292	
Do you use the Internet?	%	%	%	%	
Yes	60	58	58	50	-
No	40	42	42	49	-
	n=637	n=260	n=802	n=1691	
Where do you access the Internet? *	%	%	%	%	%
At home	68	67	74	65	68
College	20	26	15	13	13
Work	7	21	36	8	14
The library	11	11	8	10	9
Friends house	14	13	12	14	19
Programme Centre	1	1	0	2	0
Training Provider	1	1	1	2	3
Internet Café	-	-	-	2	8
Other	13	9	6	7	7
	n=380	n=152	n=468	n=849	n=117
How frequently do you use the Internet for jobsearch?	%	%	%	%	
Daily	10	4	3	15	-
2-3 times a week	15	12	5	18	-
about once a week	17	18	12	16	-
less than once a week	16	26	17	18	-
Not at all	41	40	63	32	-
	n=379	n=152	n=467	n=848	
What sites do you look at for jobsearch?	%			%	
ES Jobs Bank	20	-	-	17	-
Worktrain	-	-	-	4	-
Fish4Jobs	37	-	-	37	-
Stepstone	13	-	-	6	-
Monster	17	-	-	9	-
	n=217			n=575	
Awareness and Use of ES Job Bank and Worktrain				%	%
aware of ES Internet Job Bank	-	-	-	21	53
used	-	-	-	7	29
aware of Worktrain	-	-	-	18	27
Used	-	-	-	4	17
				N=1691	n=117

*Note: some percentages do not add up to 100 as respondents may give more than one answer

Table A3: Comparison of use of ES website and Worktrain

Use of ES website and Worktrain	Telephone		Face to Face	
	ES	WT	ES	WT
Where did you find out about ES/WT*	%	%	%	%
leaflet/poster in Jobcentre	27	22	17	5
leaflet/poster elsewhere	7	0	3	10
told by ES staff	34	41	17	5
Recommended by friend family	11	13	7	0
through search engine	16	13	0	0
link from another site	2	6	0	0
Other	16	19	55	81
	n=62	n=32	n=29	n=21
How often have you used ES/WT	%	%	%	%
just once	12	10	7	20
2-3 times	15	30	28	8
4-5 times	15	0	0	4
more than 5 times	60	60	66	68
	n=34	n=20	n=29	n=25
Do you use this/these websites regularly?	%	%	%	%
yes daily	19	8	14	18
yes weekly	62	83	52	41
yes monthly	5	0	3	5
no just occasionally	14	8	31	36
	n=21	n=12	n=29	n=22
What time of day do you mostly use it/them?	%	%	%	%
Morning	15	10	41	44
Lunchtime	6	5	0	0
Afternoon	30	40	28	26
Evening	24	35	7	4
Night-time	3	0	3	0
it varies too much	21	10	21	26
	n=33	n=20	n=29	n=23
If used both websites which one do you prefer?	%		%	
ES	78		37	
WT	22		37	
don't know	0		25	
	n=9		n=16	

*Note: some percentages do not add up to 100 as respondents may give more than one answer

Table A4: Comparison of ES website and Worktrain to other websites

Comparison to other websites	Telephone		Face to Face	
	ES	WT	ES	WT
Types of jobs available	%	%	%	%
better	67	31	28	18
About the same	16	38	43	55
worse	13	25	7	18
don't know	4	6	21	9
	n=24	n=16	n=14	n=11
Information on jobs given	%	%	%	%
better	46	25	27	18
about the same	37	25	20	27
worse	17	44	40	46
don't know	0	6	13	9
	n=24	n=16	n=15	n=11
navigation/usability	%	%	%	%
better	33	19	40	9
about the same	50	63	40	73
worse	17	19	7	9
don't know	0	0	13	9
	n=24	n=16	n=15	n=11
links available	%	%	%	%
better	25	19	7	18
about the same	33	25	50	36
worse	25	25	0	9
don't know	17	31	43	36
	n=24	n=16	n=14	n=11

Tables A5-A7: What is important, useful and unnecessary to offer on a jobs website

A5: Information	Telephone	Face to Face
salary/wage	%	%
important	79	65
useful	20	25
Unnecessary	0	10
don't know	0	0
	n=96	n=40
Information on employer	%	%
Important	56	44
Useful	37	46
Unnecessary	7	5
don't know	0	5
	n=95	n=39
Location of jobs	%	%
Important	87	78
Useful	11	18
Unnecessary	2	2
don't know	0	2
	n=96	n=40
Job hours	%	%
Important	65	51
Useful	29	46
Unnecessary	6	3
	n=96	n=39
Job description	%	%
Important	86	97
Useful	13	3
Unnecessary	1	0
	n=95	n=39
Other	%	%
Important	94	93
Useful	6	7
	n=18	n=15
Most important information	%	%
salary/wage	28	15
information on employer	5	4
location of jobs	8	15
job hours	5	4
job description	48	62
other	4	0
	n=95	n=26

A6: search function	Telephone	Face to Face
Location	%	%
Important	80	56
useful	16	36
unnecessary	2	3
don't know	2	5
	n=95	n=39
salary	%	%
important	54	30
useful	36	40
unnecessary	8	22
don't know	1	8
	n=96	n=37
permanent/temporary	%	%
important	77	38
useful	17	41
unnecessary	5	9
don't know	1	12
	n=96	n=32
full-time/part-time	%	%
important	77	26
useful	19	40
unnecessary	3	9
don't know	1	26
	n=96	n=35
evening/weekend work	%	%
important	47	21
useful	38	36
unnecessary	15	15
don't know	1	27
	n=96	n=33
by employer	%	%
important	31	31
useful	47	25
unnecessary	21	28
don't know	1	16
	n=95	n=32
job categories	%	%
important	81	86
useful	14	14
unnecessary	5	0
don't know	0	0
	n=96	n=36
free text search	%	%
important	53	47
useful	37	43
unnecessary	8	3
don't know	2	7
	n=95	n=30
other	%	%
important	63	100
useful	37	0
	n=8	n=5

A6 contd: search function	Telephone	Face to Face
most important search function	%	%
location	19	24
salary	13	3
permanent/temporary	6	3
full-time/part-time	4	7
evening/weekend work	2	3
by employer	2	0
job categories	34	48
free text search	18	10
other	1	0
	n=94	n=29

A7: other features	Telephone	Face to Face
searches can be saved	%	%
important	54	32
useful	33	43
unnecessary	13	3
don't know	0	22
	n=96	n=37
direct email link for submitting applications online	%	%
important	70	51
useful	25	31
unnecessary	3	3
don't know	2	15
	n=96	n=39
automatic email listing new jobs matching a saved jobsearch profile	%	%
important	67	37
useful	28	34
unnecessary	1	5
don't know	4	24
	n=96	n=38
links to employers website	%	%
important	48	32
useful	39	47
unnecessary	11	5
don't know	2	16
	n=95	n=39
other	%	%
important	67	100
useful	33	
	n=3	n=3
Most important other feature	%	%
searches can be saved	12	18
direct email link for submitting applications online	37	18
automatic email listing new jobs matching a saved jobsearch profile	25	18
links to employers website	22	36
Other	4	9
	n=92	n=11

Table A8: Impact of using the Internet for jobsearch

Has using the Internet increased, decreased or made not difference to....	Telephone	Face to Face
<i>the types of jobs you look for?</i>	%	%
Increased	44	45
Decreased	0	5
Made no difference	56	50
	n=96	n=40
<i>the numbers of jobs you have applied for?</i>	%	%
Increased	42	50
Decreased	1	3
made no difference	57	47
	n=96	n=40
<i>the location of work you have considered?</i>	%	%
Increased	45	28
Decreased	0	0
made no difference	55	72
	n=96	n=40
<i>Has it changed the way you look for a job in any other way?</i>	%	%
Yes	23	56
no	77	26
don't know	0	18
	n=96	n=39

Annex B – Questionnaires

ID NUMBER				
-----------	--	--	--	--



LEEDS METROPOLITAN UNIVERSITY

Internet Survey Questionnaire

Introduction

Hello, my name is XXXX, and I'm calling from the Policy Research Institute at Leeds Metropolitan University. We are currently conducting research on behalf of the Employment Service, looking at Jobsearch via the Internet.

You may remember that in a previous Face to Face interview you indicated that you have used the Internet for Jobsearch and that you would be willing to participate in a follow up survey. Are you still willing to take part? The survey will take approximately 5 – 10 minutes to complete and all the information you give will be confidential.

Use of the ES websites

The Employment Service vacancies are now available on the Internet, through two websites: the Employment Services' website (www.employmentservice.gov.uk) and Worktrain (www.Worktrain.gov.uk). Were you aware of these websites?

a) employmentservice.gov.uk		b) Worktrain.gov.uk	
Yes	No	Yes	No
1	2	1	2

IF NO TO BOTH a AND b GO TO Q13

If yes, where did you find out about it/them? (Circle all that apply)

a) employmentservice.gov.uk		b) Worktrain.gov.uk	
1	Saw leaflet/poster in Jobcentre	1	Saw leaflet/poster in Jobcentre
2	Saw leaflet/poster elsewhere	2	Saw leaflet/poster elsewhere
3	Was told by ES staff	3	Was told by ES staff
4	Recommended by friend/family	4	Recommended by friend/family
5	Through a search engine	5	Through a search engine
6	Through a link from another site	6	Through a link from another site
7	Other (please specify)	7	Other (please specify)

Have you used the (ask as applicable) website to look for a job?
(Circle one option only for each website used)

a) employmentservice.gov.uk			b) Worktrain.gov.uk		
Yes	No	Don't Know	Yes	No	Don't Know
1	2	3	1	2	3

IF YES TO EITHER a OR b GO TO Q5
IF NEITHER WEBSITE USED OR DON'T KNOW GO TO Q4

Why have you not used either of the Employment Services websites?

.....

.....

..... **GO TO Q13**

5. How often have you used it/them? **(Circle one option only for each website used)**

a) employmentservice.gov.uk		b) Worktrain.gov.uk	
1	Just once	1	Just once
2	2 – 3 times	2	2 – 3 times
3	4 – 5 times	3	4 – 5 times
4	More than 5 times	4	More than 5 times

IF USED EITHER WEBSITE MORE THAN 5 TIMES ASK Q6
IF USED EITHER OR BOTH LESS THAN 5 TIMES GO TO Q7

6. Do you use this/these website(s) regularly? **(Circle one option only for each website used)**

a) employmentservice.gov.uk		b) Worktrain.gov.uk	
1	Yes, daily	1	Yes, daily
2	Yes, weekly	2	Yes, weekly
3	Yes, monthly	3	Yes, monthly
4	No, just occasionally	4	No, just occasionally

7. What time of day do you mostly use it/them? (Circle **one** option only for each website used)

a) employmentservice.gov.uk		b) Worktrain.gov.uk	
1	Morning	1	Morning
2	Lunchtime	2	Lunchtime
3	Afternoon	3	Afternoon
4	Evening	4	Evening
5	Night-time	5	Night-time
6	It varies too much	6	It varies too much

8. What do you like **best** about _____ ? (Ask as applicable)

a) **employmentservice.gov.uk**

.....

.....

.....

b) **Worktrain.gov.uk**

.....

.....

.....

9. What do you like **least** about _____ ? (Ask as applicable)

a) **employmentservice.gov.uk**

.....

.....

.....

b) **Worktrain.gov.uk**

.....

.....
.....

**IF ONLY ONE OF THE TWO WEBSITES USED GO TO Q12
IF BOTH WEBSITES USED ASK Q10**

If used both sites, which one do you prefer?

1	employmentservice.gov.uk	2	Worktrain.gov.uk
----------	---------------------------------	----------	-------------------------

Why do you prefer this site?

.....
.....
.....

Can you think of any ways in which the Employment Service websites could be improved?

.....
.....
.....

Use of other commercial websites

Have you ever used any other (i.e. non-ES) websites to look for a job?

Yes **1** **GO TO Q14**

No **2** **GO TO Q31**

Which websites have you used? (Record up to four)

- I**
- II**
- III**
- IV**

Which of these is your favourite? (Record numeral from above)

Why is this your favourite site?

ASK Q17 & Q18 AS APPLICABLE

If the [employmentservice.gov.uk] website used, how does this Employment Service website compare generally to other, non–Employment Service sites in terms of.....?

		Better	About The Same	Worse	Don't know
1	Types of jobs available	1	2	3	4
2	Information on jobs given, i.e.: hours, wages, employer, etc.	1	2	3	4
3	Navigation/usability of the site	1	2	3	4
4	Number and/or quality of links available	1	2	3	4
5	Other (please specify)	1	2	3	4

If the [Worktrain.gov.uk] website used, how does this Employment Service website compare generally to other, non–Employment Service sites in terms of.....?

		Better	About The Same	Worse	Don't know
1	Types of jobs available	1	2	3	4
2	Information on jobs given, i.e.: hours, wages, employer, etc.	1	2	3	4
3	Navigation/usability of the site	1	2	3	4
4	Number and/or quality of links available	1	2	3	4
5	Other (please specify)	1	2	3	4

a) Have you ever applied for a job you found on ...,
(Ask question for ALL websites used – both ES & NON ES)

and if Yes,

b) How many times have you applied for jobs using this website?

		(a)		(b)			
		Yes	No	How many times?			
				Once	Twice	Three times	More than 3 times
1	employmentservice.gov.uk	1	2	1	2	3	4
2	Worktrain.gov.uk	1	2	1	2	3	4
3	Other website I (from Q14)	1	2	1	2	3	4

What is your Annual Income?**Pay band:**

Less than £10,000	1
Between £10,000 - £17,999	2
Between £18,000 - £24,999	3
More than £25,000	4
Don't Know	5
Would not say	6

Use of the Internet for jobsearch

What information do you think is important, just useful or unnecessary on a jobs website?

And of these, which one is the **most** important?

		Important	Useful	Unnecessary	Don't know	Most important
1	Salary/wage information	1	2	3	4	5
2	Information on employer	1	2	3	4	5
3	Location of job	1	2	3	4	5
4	Job hours	1	2	3	4	5
5	Job description	1	2	3	4	5
6	Other (please specify)	1	2	3	4	5

What search functions do you think are important, just useful or unnecessary on a jobs website?

And of these, which one is the **most** important?

		Important	Useful	Unnecessary	Don't know	Most important
1	Location	1	2	3	4	5
2	Salary	1	2	3	4	5
3	Permanent or Temporary	1	2	3	4	5
4	Full time or Part time	1	2	3	4	5
5	Evening/Weekend work	1	2	3	4	5
6	By employer	1	2	3	4	5
7	Job Categories	1	2	3	4	5
8	Free text search	1	2	3	4	5
9	Other (please specify)	1	2	3	4	5

What other features do you think are important, useful or unnecessary on a jobs website?

And of these, which one is the **most** important?

		Important	Useful	Unnecessary	Don't know	Most important
1	Searches can be saved	1	2	3	4	5

2	Direct email link for submitting applications online	1	2	3	4	5
3	Automatic email listing new jobs matching a saved jobsearch profile	1	2	3	4	5
4	Links to employers websites	1	2	3	4	5
5	Other (please specify)	1	2	3	4	5

Has using the Internet for jobsearch increased, decreased or made no difference to...?

		Increased	Decreased	Made no difference
1	The types of jobs you look for	1	2	3
2	The number of jobs you have applied for	1	2	3
3	The location of jobs you have considered	1	2	3

Has it changed the way you search for jobs in any other way?

Yes 1
 No 2 **GO TO Q29**

If yes, please describe how:

.....

What do you think are the main advantages of using the Internet to look for a job?

.....

What are the main disadvantages?

.....

General use of the Internet

How frequently do you use the Internet? (Circle **one** only)

- Daily **1**
- 2-3 times a week **2**
- About once a week **3**
- Less than once a week **4**

What do you use the Internet for, other than jobsearch? (Circle all that apply)

- Shopping **1**
- Looking for information **2**
- Holidays/travel **3**
- Downloading music **4**
- Email **5**
- Chat rooms **6**
- Use it for work purposes **7**
- Other (please specify) **8**

.....

Do you use any search engines?

- Yes **1**
- No **2 GO TO Q35**

If yes, please say which one(s):

- 1)
- 2)
- 3)

Where do you access the Internet? (Circle all that apply)

- Home **1**
- College **2**
- Work **3**
- Library **4**
- Friend's house **5**
- Programme Centre **6**
- Training provider **7**
- Internet Café **8**
- Community Centre **9**

UK Online Centre	10	
Other (please specify)		11

.....

What do you use to access the Internet? (Circle all that apply)

PC	1	
Apple Mac	2	
Digital TV	3	
WAP phone	4	
Other (please specify)		5

.....

Which best describes your level of Internet experience? (Circle **one** only)

Beginner	1	
Some familiarity	2	
Familiar	3	
Experienced	4	
Very experienced	5	

Use of the Employment Service

37. What other jobsearch methods do you use? (Circle all that apply)

Employment Service services	1	(ASK Q40)
Newspapers	2	
Trade press	3	
Recruitment agencies/consultants	4	
Careers Service	5	
Word of mouth	6	
Other (please specify)		7

.....

None, only Internet	8	GO TO Q42
---------------------	----------	------------------

38. Which is your favourite/preferred method of Jobsearch?

Number from Q38 of favourite/preferred method:

39. Why is that?

.....

IF EMPLOYMENT SERVICES MENTIONED AS A METHOD OF JOBSEARCH IN Q38 (1),
ASK Q40, OTHERWISE GO TO Q42

40. Other than their website, have you recently, say in the last month, used any other service offered by the Employment Service to look for a job?

Yes 1
No 2 **GO TO Q42**

41. If yes, which services have you used? (Circle all that apply)

Employment Service Direct 1
Visit to Jobcentre to talk to ES staff 2
Visit to Jobcentre to use Jobpoints 3
Visit to Jobcentre to look at vacancy boards 4

Respondents details

I would now like to ask you a few details about yourself; this is for classification purposes only and all the information you give me is strictly confidential.

42. Record gender (**DO NOT ASK!**):

Male 1 Female 2

43. Would you mind telling me to which of these age groups you belong?

1	16 - 18	2	19 – 24
3	25 – 34	4	35 – 49
5	50 – 59	6	60 – 64
7	65+	8	Does not wish to say

44. To which of these groups do you consider you belong?

(Read out list and circle one only)

White 1
Black – Caribbean 2
Black – African 3
Black – Other black group 4
Indian 5
Pakistani 6
Bangladeshi 7
Chinese 8
Other (please specify) 9

.....
I do not wish to say 10

45. What is the highest level of qualification you have achieved? (Circle one option only)

1	CSE Grade 2 or below
2	GCSE's / O Levels / 1 A Level / 2 AS Levels

3	SCE Highers or A Levels (2 or more) / AS Levels (4 or more)
4	NVQ or SVQ Level 1 / GNVQ Basic
5	NVQ or SVQ Level 2 / GNVQ Intermediate
6	NVQ or SVQ Level 3 / GNVQ Advanced
7	NVQ or SVQ Level 4
8	NVQ or SVQ Level 5
9	BTEC First Certificate / Diploma
10	BTEC National Certificate / Diploma or ONC / OND
11	City & Guilds or other trade qualifications
12	BTEC HNC / HND
13	Degree level qualification
14	Post Graduate qualification (eg: PG Dip, PhD, MA, MSc)
15	Professional qualification (eg: Chartered Accountant, Surveyor)
16	Other vocational qualifications
17	Non UK qualifications
18	Don't know / Can't remember
19	No Qualifications
20	Other (please specify)

46. What is your current employment status? (If more than one, ask for **main** occupation and circle **one** only)

1	Self-employed
2	In work, 16 hours +, permanent
3	In work, 16 hours +, temporary
4	In work, less than 16 hours, permanent
5	In work, less than 16 hours, temporary
6	On a Government Training Scheme, i.e.: Work Based Training For Adults, Work Based Young People
7	Recently made redundant and working out notice
8	Unemployed and in receipt of benefits GO TO Q47
9	Not in work and not in receipt of benefits GO TO Q47
10	Permanently sick or disabled
11	Still in full time education
12	Working in the home (housewife, etc)
13	Fully retired from work
14	Voluntary work, unpaid
15	Other (please specify)

IF RESPONDENT SELECTED OPTION (8) OR (9) ASK Q47
ALL OTHERS GO TO Q48

47. How long have you been out of work? (in months)

--	--	--

48. Which, if any, of the following benefits do you currently receive? (Read out and circle **all** that apply)

1	Jobseekers Allowance
2	Child Benefit or Single Parent Benefit
3	State Retirement Pension
4	Income Support
5	Sickness / Incapacity / Disability Benefit
6	Working Families Tax Credit
7	Government Training Allowance
8	No benefits received, just National Insurance Contributions
9	No benefits received yet, still being assessed
10	Signed off today
11	Other benefits (please specify)
12	None (Ask if still being assessed)
13	Prefer not to say

49. Do you have any health problems or disabilities?

Yes 1
No 2 **GO TO Q51**

50. Does your health problem or disability ...?

Prevent you from doing certain types of work or training 1
Prevent you from working or training at all 2
Have no effect on work or training 3

51. Is English your first language?

Yes 1
No 2

Thank respondent and close.

Face to Face Interviews – Users/Jobseekers

General information about Worktrain/The ES website

Q1 How often have you the Employment Service website and/or Worktrain ?
(Ask as applicable)

a) employmentservice.gov.uk		b) Worktrain.gov.uk	
1	Just once	1	Just once
2	2 – 3 times	2	2 – 3 times
3	4 – 5 times	3	4 – 5 times
4	More than 5 times	4	More than 5 times

Q2 Do you use this/these website(s) regularly?

a) employmentservice.gov.uk		b) Worktrain.gov.uk	
1	Yes, daily	1	Yes, daily
2	Yes, weekly	2	Yes, weekly
3	Yes, monthly	3	Yes, monthly
4	No, just occasionally	4	No, just occasionally

Q3 What time of day do you mostly use it/them? (Circle **one** only for each website where applicable)

a) employmentservice.gov.uk		b) Worktrain.gov.uk	
1	Morning	1	Morning
2	Lunchtime	2	Lunchtime
3	Afternoon	3	Afternoon
4	Evening	4	Evening
5	Night-time	5	Night-time

6	It varies too much	6	It varies too much
----------	--------------------	----------	--------------------

Q4 where did you find out about it/them? (Circle all that apply)

a) employmentservice.gov.uk		b) Worktrain.gov.uk	
1	Saw leaflet/poster in Jobcentre	1	Saw leaflet/poster in Jobcentre
2	Saw leaflet/poster elsewhere	2	Saw leaflet/poster elsewhere
3	Was told by ES staff	3	Was told by ES staff
4	Recommended by friend/family	4	Recommended by friend/family
5	Through a search engine	5	Through a search engine
6	Through a link from another site	6	Through a link from another site
7	Other (please specify)	7	Other (please specify)

Q5 Which other websites have you used? (Record up to four)

- I**
- II**
- III**
- IV**

Q6 How did you find it/them?

	I	II	III	IV
Saw a leaflet/poster/other print	1	1	1	1
Recommended by friend/family	2	2	2	2
Through a search engine (please specify)	3	3	3	3
Through a link from another site	4	4	4	4

Other (please specify)	5	5	5	5
------------------------	---	---	---	---

Q7 If Employment Service website used, How does it compare? Is it better, worse or the same in terms of:

		Better	About The Same	Worse	Don't know
1	Types of jobs available	1	2	3	4
2	Information on jobs given, i.e.: hours, wages, employer, etc.	1	2	3	4
3	Navigation/usability of the site	1	2	3	4
4	Number and/or quality of links available	1	2	3	4
5	Other (please specify)	1	2	3	4

Q8 If Worktrain website used, How does it compare? Is it better, worse or the same in terms of:

		Better	About The Same	Worse	Don't know
1	Types of jobs available	1	2	3	4
2	Information on jobs given, i.e.: hours, wages, employer, etc.	1	2	3	4
3	Navigation/usability of the site	1	2	3	4
4	Number and/or quality of links available	1	2	3	4
5	Other (please specify)	1	2	3	4

Q9 Are there any benefits in using a website with ES vacancies over others? Which?

.....

Q10 What other jobsearch methods do you use? (Circle all that apply)

- Employment Service Direct 1
- Visit to Jobcentre to talk to ES staff 2
- Visit to Jobcentre to use Jobpoints 3
- Visit to Jobcentre to look at vacancy boards 4
- Newspapers 5
 - Trade press 6
 - Recruitment agencies/consultants 7
 - Careers Service 8

Word of mouth **9**
 Other (please specify) **10**

.....
 None, only Internet **11**

Q11 Which is your favourite/preferred method?

Number from Q of favourite/preferred method:
 (if Internet is preferred method use code 12)

Why is that?

.....

Q12 What information do you think is important, just useful or unnecessary on a jobs website?

And of these, which is the most important?

		Important	Useful	Unnecessary	Don't know	Most important
1	Salary/wage information	1	2	3	4	5
2	Information on employer	1	2	3	4	5
3	Location of job	1	2	3	4	5
4	Job hours	1	2	3	4	5
5	Job description	1	2	3	4	5
6	Other (please specify)	1	2	3	4	5

Q13 What search functions do you think are important, just useful or unnecessary on a jobs website?

And of these, which one is the most important?

		Important	Useful	Unnecessary	Don't know	Most important
1	Location	1	2	3	4	5
2	Salary	1	2	3	4	5
3	Permanent or Temporary	1	2	3	4	5
4	Full time or Part time	1	2	3	4	5
5	Evening/Weekend work	1	2	3	4	5

6	By employer	1	2	3	4	5
7	Job Categories	1	2	3	4	5
8	Free text search	1	2	3	4	5
9	Other (please specify)	1	2	3	4	5

Q14 What other features do you think are important, useful or unnecessary on a jobs website?

And of these, which one is the **most** important?

		Important	Useful	Unnecessary	Don't know	Most important
1	Searches can be saved	1	2	3	4	5
2	Direct email link for submitting applications online	1	2	3	4	5
3	Automatic email listing new jobs matching a saved jobsearch profile	1	2	3	4	5
4	Links to employers websites	1	2	3	4	5
5	Other (please specify)	1	2	3	4	5

Q15 What do you think are the main advantages of using the Internet to look for a job?

.....

.....

.....

Q16 What are the main disadvantages?

.....

.....

.....

Q17 Has using the Internet for jobsearching increased, decreased or made no difference to...?

		Increased	Decreased	Made no difference
1	The types of jobs you look for	1	2	3
2	The number of jobs you have applied for	1	2	3
3	The location of work you have considered	1	2	3

Q18 Has the availability of jobs on the Internet changed the way you look for jobs?

- Yes 1
 No 2
 Don't know 3

How?

.....

Usability/satisfaction with the Internet Job Bank

Do you agree with the following statements?

1 –agree, 2 disagree, 3 –neither agree nor disagree

(record also any comments that are made by the respondent)

		Q19 Employmentservice.gov.uk	Q20 Worktrain.gov.uk
A	The Language used on the website was easy to understand		
B	Amount of Information on each page was too much		
C	It was easy to move from one page to another		
E	It was clear what a page was for		
F	It took too long for each page to appear (i.e. speed of access/download, and links to other sites)		
G	information on display was organised clearly		
H	The webscreens screens don't look		

	very attractive		
I	The website is helpful for searching for a job		
K	it was complicated to use		
L	It provided all the information I needed		
M	If it was helpful in finding training opportunities		
N	I would recommend it to other people		
O	Any other comments		

Q21 What do you like best/least about the website?

	Best (1)	Least (2)
A) Employmentservice.gov.uk		
B) Worktrain.gov.uk		

Q22 Do you have any suggestions how the website could be improved?

.....

.....

.....

Q23 If use both sites, which do you prefer?

- EmploymentService.gov.uk **1**
- Worktrain.gov.uk **2**
- Don't know **3**

Why?

15	Professional qualification (eg: Chartered Accountant, Surveyor)
16	Other vocational qualifications
17	Non UK qualifications
18	Don't know / Can't remember
19	No Qualifications
20	Other (please specify)

Q29 What is your current employment status? (If more than one, ask for **main** occupation and circle **one** only)

1	Self-employed
2	In work, 16 hours +, permanent
3	In work, 16 hours +, temporary
4	In work, less than 16 hours, permanent
5	In work, less than 16 hours, temporary
6	On a Government Training Scheme, i.e.: Work Based Training For Adults, Work Based Young People
7	Recently made redundant and working out notice
8	Unemployed and in receipt of benefits GO TO Q29_A
9	Not in work and not in receipt of benefits GO TO Q29_A.
10	Permanently sick or disabled
11	Still in full time education
12	Working in the home (housewife, etc)
13	Fully retired from work
14	Voluntary work, unpaid
15	Other (please specify)

RESPONDENTS TO (8) OR (9) ASK Q46.
ALL OTHERS GO TO Q.

Q29_A How long have you been out of work? (in months)

--	--	--

Q30 Which, if any, of the following benefits do you currently receive? (Read out and circle **all** that apply)

1	Jobseekers Allowance
2	Child Benefit or Single Parent Benefit
3	State Retirement Pension
4	Income Support
5	Sickness / Incapacity / Disability Benefit
6	Working Families Tax Credit
7	Government Training Allowance
8	No benefits received, just National Insurance Contributions
9	No benefits received yet, still being assessed
10	Signed off today

Face to Face Interviews - Staff

Did you know that you can look at Jobcentre/Employment Service vacancies on the web?

Do you know the Employment Service website and/or Worktrain?

How do jobseekers know about it?

Do you encourage the use of websites? Which ones and why?

How experienced are people who use the Internet here with IT and the Internet?

If they provide jobsearch support: how does websearch relate to other methods of jobsearch?

Which is the most successful website? for what types of jobseekers? For what types of jobs? Why?

How could websites and website use for jobsearch be improved?

How could websites and website use for jobsearch be encouraged?