

# YouGov / DWP Survey Results

Sample Size - 1849 GB Adults

Fieldwork - 26th June - 14th December

Total	Data source		
	Wave3	Wave2	Wave1
	A	B	C

Have you seen or heard news or publicity recently about recruiting people who are long-term unemployed or from a disadvantaged group?

	Unweighted base	1849	615	604	630
<b>Base</b>	1849	615	604	630	
Yes definitely	17%	20%	14%	17%	
			B		
Yes maybe	24%	26%	26%	20%	
			C		
No	59%	54%	60%	62%	
			A		

Thinking about employing people from each of the groups below, how would you best describe your views ...? - Long-term unemployed

	Unweighted base	1849	615	604	630
<b>Base</b>	1849	615	604	630	
Would definitely not consider employing	4%	3%	3%	6%	
Would probably not consider employing	12%	13%	12%	12%	
Would probably consider employing	44%	44%	42%	45%	
Would definitely consider employing	33%	31%	38%	31%	
			AC		
Unsure	7%	8%	5%	7%	
			B		
Net: Would consider	77%	75%	80%	76%	
Net: Would not consider	16%	17%	15%	17%	

Thinking about employing people from each of the groups below, how would you best describe your views ...? - Offenders and ex-offenders

	Unweighted base	1849	615	604	630
<b>Base</b>	1849	615	604	630	
Would definitely not consider employing	18%	16%	17%	22%	
				A	
Would probably not consider employing	31%	35%	28%	32%	
			B		
Would probably consider employing	29%	27%	32%	29%	
Would definitely consider employing	9%	11%	10%	7%	
Unsure	12%	12%	13%	11%	
Net: Would consider	38%	38%	42%	36%	
Net: Would not consider	50%	51%	45%	54%	
				B	

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Thinking about employing people from each of the groups below, how would you best describe your views ...? - People rehabilitating from drug or alcohol dependency

	Unweighted base	615	604	630
	Base	1849	604	630
Would definitely not consider employing	16%	14%	15%	18%
Would probably not consider employing	33%	35%	31%	32%
Would probably consider employing	30%	29%	33%	30%
Would definitely consider employing	9%	11%	10%	8%
Unsure	11%	12%	10%	12%
Net: Would consider	40%	39%	43%	37%
Net: Would not consider	49%	49%	47%	51%

Thinking about employing people from each of the groups below, how would you best describe your views ...? - Homeless people or those at risk of becoming homeless

	Unweighted base	615	604	630
	Base	1849	604	630
Would definitely not consider employing	10%	7%	10%	12%
Would probably not consider employing	21%	23%	21%	20%
Would probably consider employing	39%	37%	39%	41%
Would definitely consider employing	19%	20%	21%	17%
Unsure	11%	13%	8%	11%
Net: Would consider	58%	57%	61%	57%
Net: Would not consider	31%	31%	31%	32%

Thinking about employing people from each of the groups below, how would you best describe your views ...? - Lone parents

	Unweighted base	615	604	630
	Base	1849	604	630
Would definitely not consider employing	3%	1%	2%	4%
Would probably not consider employing	6%	6%	7%	4%
Would probably consider employing	29%	28%	27%	33%
Would definitely consider employing	59%	59%	61%	56%
Unsure	4%	6%	2%	3%
Net: Would consider	88%	87%	88%	88%
Net: Would not consider	8%	7%	9%	8%

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Fieldwork - 26th June - 14th December

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Thinking about employing people from each of the groups below, how would you best describe your views ...? - Care leavers

	Unweighted base	1849	615	604	630
	<b>Base</b>	1849	615	604	630
Would definitely not consider employing		4%	5%	4%	5%
Would probably not consider employing		9%	9%	8%	8%
Would probably consider employing		39%	38%	37%	42%
Would definitely consider employing		37%	36%	42%	34%
Unsure		10%	13%	9%	10%
Net: Would consider		77%	74%	79%	76%
Net: Would not consider		13%	13%	12%	13%

For which, if any, of the following groups do you think there could be advantages for your organisation in recruiting them? Please tick all that apply.

	Unweighted base	1849	615	604	630
	<b>Base</b>	1849	615	604	630
Long-term unemployed		33%	34%	33%	31%
Offenders and ex-offenders		12%	13%	14%	9%
People rehabilitating from drug or alcohol dependency		9%	10%	11%	6%
Homeless people or those at risk of becoming homeless		17%	15%	18%	16%
Lone parents		39%	37%	41%	39%
Care leavers		26%	24%	28%	25%
None of the above		44%	43%	45%	45%

In your current workplace, which of the following applies for each group of people? Please tick all that apply. - Long-term unemployed

	Unweighted base	1849	615	604	630
	<b>Base</b>	1849	615	604	630
We receive applications from this group		32%	32%	33%	32%
We interview people from this group		27%	29%	29%	24%
We employ people from this group		25%	27%	26%	21%
None of the above		36%	33%	35%	39%
Not sure		21%	20%	23%	20%

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In your current workplace, which of the following applies for each group of people? Please tick all that apply. - Offenders and ex-offenders

	Unweighted base	1849	615	604	630
	<b>Base</b>	1849	615	604	630
We receive applications from this group		11%	13%	11%	9%
We interview people from this group		8%	9%	9%	7%
We employ people from this group		7%	7%	8%	5%
None of the above		55%	54%	53%	59%
Not sure		30%	29%	32%	29%

In your current workplace, which of the following applies for each group of people? Please tick all that apply. - People rehabilitating from drug or alcohol dependency

	Unweighted base	1849	615	604	630
	<b>Base</b>	1849	615	604	630
We receive applications from this group		8%	10%	8%	7%
We interview people from this group		7%	9%	8%	5%
We employ people from this group		6%	6%	6%	6%
None of the above		54%	51%	53%	57%
Not sure		33%	33%	34%	31%

q4\_4. In your current workplace, which of the following applies for each group of people? Please tick all that apply. - Homeless people or those at risk of becoming homeless

	Unweighted base	1849	615	604	630
	<b>Base</b>	1849	615	604	630
We receive applications from this group		8%	9%	8%	5%
We interview people from this group		7%	9%	8%	4%
We employ people from this group		7%	7%	7%	5%
None of the above		55%	52%	54%	59%
Not sure		33%	34%	32%	32%

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In your current workplace, which of the following applies for each group of people? Please tick all that apply. - Lone parents

	Unweighted base	615	604	630
	1849	615	604	630
<b>Base</b>	1849	615	604	630
We receive applications from this group	38%	39%	40%	36%
We interview people from this group	36%	35%	39%	35%
We employ people from this group	42%	46%	43%	38%
None of the above	27%	24%	24%	32%
Not sure	18%	18%	19%	16%

In your current workplace, which of the following applies for each group of people? Please tick all that apply. - Care leavers

	Unweighted base	615	604	630
	1849	615	604	630
<b>Base</b>	1849	615	604	630
We receive applications from this group	14%	13%	16%	14%
We interview people from this group	14%	14%	14%	13%
We employ people from this group	13%	13%	14%	13%
None of the above	46%	45%	43%	49%
Not sure	33%	34%	34%	31%

If you recruited people from these groups, please tick if you would be worried about any of the following? Please tick all that apply. - Long-term unemployed

	Unweighted base	615	604	629
	1848	615	604	629
<b>Base</b>	1849	615	604	630
How to interact with them	6%	6%	6%	7%
Their social skills	20%	17%	21%	22%
Their work skills and capability	41%	42%	39%	43%
They may upset their colleagues	6%	5%	8%	6%
They may damage the public image of the business	6%	5%	4%	8%
They may have health issues that affect their work	9%	8%	9%	10%
They may be unreliable	34%	35%	32%	34%
None of the above	29%	28%	31%	27%
Not sure	12%	11%	12%	14%

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If you recruited people from these groups, please tick if you would be worried about any of the following? Please tick all that apply. - Offenders and ex-offenders

	Unweighted base	615	604	629
	Base	615	604	630
How to interact with them	28%	25%	30%	30%
Their social skills	39%	38%	38%	42%
Their work skills and capability	32%	31%	32%	33%
They may upset their colleagues	36%	34%	36%	37%
They may damage the public image of the business	40%	37%	40%	42%
They may have health issues that affect their work	13%	13%	11%	14%
They may be unreliable	45%	47%	43%	44%
None of the above	15%	13%	15%	16%
Not sure	12%	12%	11%	12%

If you recruited people from these groups, please tick if you would be worried about any of the following? Please tick all that apply. - People rehabilitating from drug or alcohol dependency

	Unweighted base	615	604	629
	Base	615	604	630
How to interact with them	26%	23%	28%	28%
Their social skills	41%	39%	43%	40%
Their work skills and capability	40%	39%	42%	39%
They may upset their colleagues	31%	27%	34%	31%
They may damage the public image of the business	33%	32%	33%	34%
They may have health issues that affect their work	64%	67%	66%	59%
They may be unreliable	56%	57%	59%	52%
None of the above	11%	9%	10%	13%
Not sure	9%	9%	8%	10%

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If you recruited people from these groups, please tick if you would be worried about any of the following? Please tick all that apply. - Homeless people or those at risk of becoming homeless

	Unweighted base	615	604	629
	<b>Base</b>	1849	615	604
		630		
How to interact with them	15%	15%	15%	14%
Their social skills	27%	27%	28%	27%
Their work skills and capability	25%	25%	27%	23%
They may upset their colleagues	13%	13%	15%	13%
They may damage the public image of the business	15%	14%	14%	16%
They may have health issues that affect their work	25%	27%	24%	24%
They may be unreliable	40%	41%	39%	39%
None of the above	25%	24%	27%	25%
Not sure	14%	15%	12%	16%

If you recruited people from these groups, please tick if you would be worried about any of the following? Please tick all that apply. - Lone parents

	Unweighted base	615	604	629
	<b>Base</b>	1849	615	604
		630		
How to interact with them	3%	3%	3%	3%
Their social skills	4%	6%	4%	4%
Their work skills and capability	7%	7%	6%	9%
They may upset their colleagues	3%	2%	3%	3%
They may damage the public image of the business	3%	3%	3%	4%
They may have health issues that affect their work	4%	3%	4%	4%
They may be unreliable	25%	26%	26%	22%
None of the above	53%	51%	53%	55%
Not sure	13%	14%	12%	15%

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If you recruited people from these groups, please tick if you would be worried about any of the following? Please tick all that apply. - Care leavers

	Unweighted base	615	604	629
	Base	1849	615	604
		1849	615	630
How to interact with them		7%	8%	7%
Their social skills		15%	18%	13%
Their work skills and capability		15%	16%	17%
They may upset their colleagues		6%	7%	5%
They may damage the public image of the business		6%	6%	6%
They may have health issues that affect their work		9%	11%	9%
They may be unreliable		17%	18%	15%
None of the above		43%	40%	45%
Not sure		21%	23%	20%

If your business recruited more people from disadvantaged groups, to what extent do you agree or disagree that it could ... - Improve the personal skills of existing employees

	Unweighted base	615	604	630
	Base	1849	615	604
		1849	615	630
Strongly agree		7%	7%	6%
Tend to agree		30%	30%	29%
Tend to disagree		30%	30%	33%
Strongly disagree		14%	15%	14%
Don't know		19%	18%	17%
Net: Agree		37%	37%	36%
Net: Disagree		44%	45%	47%



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If your business recruited more people from disadvantaged groups, to what extent do you agree or disagree that it could ... - Improve the professional skills of existing employees

Unweighted base	1849	615	604	630
Base	1849	615	604	630
Strongly agree	5%	5%	6%	3%
Tend to agree	17%	18%	15%	17%
Tend to disagree	35%	33%	39%	34%
Strongly disagree	21%	22%	21%	19%
Don't know	22%	21%	18%	26%
Net: Agree	22%	23%	21%	21%
Net: Disagree	56%	55%	60%	53%

If your business recruited more people from disadvantaged groups, to what extent do you agree or disagree that it could ... - Improve employee loyalty and retention

Unweighted base	1849	615	604	630
Base	1849	615	604	630
Strongly agree	6%	6%	8%	4%
Tend to agree	25%	23%	24%	26%
Tend to disagree	29%	31%	30%	26%
Strongly disagree	15%	15%	16%	14%
Don't know	25%	25%	23%	29%
Net: Agree	30%	29%	32%	30%
Net: Disagree	44%	46%	46%	40%

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Total	Data source		
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If your business recruited more people from disadvantaged groups, to what extent do you agree or disagree that it could ... - Lead to new sources of income for the business

Unweighted base	1849	615	604	630
<b>Base</b>	1849	615	604	630
Strongly agree	5%	3%	6%	4%
Tend to agree	13%	13%	12%	13%
Tend to disagree	35%	35%	37%	34%
Strongly disagree	26%	26%	27%	24%
Don't know	22%	22%	18%	25%
Net: Agree	17%	17%	18%	17%
Net: Disagree	61%	61%	64%	57%

If your business recruited more people from disadvantaged groups, to what extent do you agree or disagree that it could ... - Improve the workforce by increasing its diversity

Unweighted base	1849	615	604	630
<b>Base</b>	1849	615	604	630
Strongly agree	11%	9%	13%	10%
Tend to agree	34%	33%	35%	35%
Tend to disagree	24%	26%	23%	23%
Strongly disagree	13%	12%	14%	13%
Don't know	18%	20%	15%	19%
Net: Agree	45%	42%	48%	45%
Net: Disagree	37%	38%	37%	36%

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How many other businesses comparable to yours do you think are already helping people from disadvantaged groups find job opportunities? By disadvantaged groups, this includes people who are: Long-term unemployed; Offenders and ex-offenders; Rehabilitating from drug or alcohol dependency; Homeless people or those at risk of becoming homeless; Lone parents; and Care leavers.

Unweighted base	1219	615	604	-
Base	1219	615	604	-
None	11%	12%	10%	-
Very few	58%	56%	59%	-
Some	29%	30%	29%	-
Most	2%	1%	2%	-
All	0%	0%	-	-

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Total	Data source		
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Which, if any of the following, would be of most benefit in helping your business recruit more people from within disadvantaged groups?

	Unweighted base	615	-	-
	Base	615	-	-
Guidance based on the experience of organisations already successfully recruiting disadvantaged people	22%	22%	-	-
An invitation to a forum to share ideas, case studies and best practice between employers	4%	4%	-	-
Information on charities / organisations that help disadvantaged groups and their employers	11%	11%	-	-
Specific training for staff who would be involved in managing and supporting people recruited from these groups	14%	14%	-	-
Conducting an internal review of your existing recruitment policies with the aim of making them more inclusive	7%	7%	-	-
None of these	28%	28%	-	-
Don't know	14%	14%	-	-

To what extent do you agree or disagree that ... my business has a corporate and social duty to help people from disadvantaged groups find job opportunities

	Unweighted base	615	604	-
	Base	615	604	-
Strongly agree	10%	10%	10%	-
Tend to agree	30%	27%	33%	-
Neither agree nor disagree	33%	37%	30%	-
Tend to disagree	17%	17%	18%	-
Strongly disagree	10%	10%	10%	-
Net: Agree	40%	37%	43%	-
Net: Disagree	27%	26%	27%	-

Cell Contents (Column Percentage, Statistical Test Results), Statisc