

# **The Impact of Hidden Bias in Job Adverts on Female Applicants**

**JANUARY 2021 FINDINGS**

**openreach**

**UNITY**

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## Foreword from Dr Chris Begeny, Exeter University:

"This project reflects an important effort to establish greater gender diversity in a profession and a role that has long been dominated by men.

The research takes an evidence-based approach to understand how subtle forms of bias can have potent effects on women's career choices and interests. In addition to examining how this latent bias operates – specifically through subtly gendered language in recruitment advertisements – it reveals how gender-inclusive ads could be vital to bringing more women into the fold.

Results from this study indicate that when looking at a conventional recruitment ad for a job typically occupied by men, even when there is no overtly sexist language in the ad, women can read between the lines. They can tell that the job is seemingly "meant for men" versus other genders, and these nuanced cues in language degrade their interest in pursuing that job.

During this pandemic a lot of people, and disproportionately women, are losing jobs or being forced to work fewer hours. Interestingly, this study suggests that up to 55% of women are considering a change in career due to the pandemic, which presents a rather unique opportunity for businesses to create some real growth in organisational diversity and establish a more gender diverse workforce. To hit the "reset" button on certain policies and norms that may be hindering gender diversity in their organization, including their use of outdated recruitment materials.

All too often the rhetoric around issues of underrepresentation and improving women's experiences in male-dominated sectors emphasises the idea that women need to "lean in" and overcome their own "internal barriers" – overcoming that lack of confidence or lack of perceived fit for a position that might lead women to pass up on an opportunity to pursue a particular job, for instance. Yet these "fix yourself" strategies, often espoused as a method of empowerment, can perpetuate victim blaming. They reinforce the belief that the "problem" exists squarely within the individual – a problem of "internal barriers" – and so it is the individual's responsibility to "fix" themselves.

This of course misses the fact that women's "internal barriers" often exist because of external barriers – exposure to subtly biased language, stereotypes, and discriminatory treatment that lead women and other marginalized group members to question their suitability for a job and thus their tendency to pursue that opportunity."

## 1. Objectives

The main objective of the research was to compare the level of interest in two different methods of advertising a job opportunity at Openreach. Different wording was used in the two advertisements and, in addition, the first one ("Advertisement A") shown made no reference to Openreach whereas the second one ("Advertisement B") referred to an opportunity at Openreach.

The research had the further objectives of exploring reasons for the level of interest shown in the two advertisements, perceptions of the company advertising the position and its suitability for men and women.

The survey also investigated attitudes to job searching and the extent to which respondents had been affected by the pandemic or had changed their attitude to job searching as a result of it.

In all the above respects, differences by type of respondent were investigated. In particular, results for the socio-economic group C2 were examined carefully as this group is seen as a particular target for the Openreach advertising.

## 2. Method and Timing

A sample of 2004 women aged 20-55 was recruited and provided with a link to complete the test online. The sample was broadly representative of the female population in that age group in demographic terms. Details of the composition of the sample are shown as Appendix One.

A questionnaire was drafted by Unity in consultation with Openreach.

The questionnaire opened with some demographic questions to ensure that the respondent met the qualifying criteria for the test. Respondents were next asked to read Advertisement A (which made no reference to Openreach) and to answer a few questions about it. After answering all the questions about Advertisement A, respondents were asked to read Advertisement B and to answer the same questions in respect of that job opportunity. This was followed by a few questions about respondents' perceived skills, their approach to job searches, their associations with the word "Engineer" and their views on the suitability of men and women for various types of work. The final section of the questionnaire covered respondents' workplace experiences during the pandemic and their likely future behaviour.

It should be noted that all respondents saw Advertisement A before B. This was to ensure that all respondents reacted to Advertisement A before being given any indication that the role was for Openreach.

Advertisement B made mention of Openreach and also used different wording in the way the job was described. The comparison between the two advertisements therefore combines the effect both of mentioning or not mentioning the Openreach name and the wording of the text. Some clues emerge as to which of these differences had the greater influence on the response to the advertisements, but such estimates are necessarily indicative only.

### 3. Executive Summary

- 3.1 The consciously unbiased job specification (A) helped to attract 50% more female job applicants than the traditional advert (B). 50% of respondents were more interested in the role described by Advertisement A, 12% were more interested in the role described by Advertisement B and 38% were equally interested in the two roles.
- 3.2 Results showed that a substantial portion of women – nearly 40% – had no interest in the job described in the conventional ad. Yet when shown the gender-inclusive version of this very same job, only 13% of women expressed this sentiment. This represents a 300% increase in the number of women who went from having no interest in the job to some level of interest. In ways, this illustrates how gender-inclusive ads could be vital to bringing more women into the fold – substantially increasing the number of women who now have this job on their radar.
- 3.3 When shown the conventional advert less than half of women (36%) expressed clear interest in pursuing the job. Yet when describing that very same role with more gender-inclusive language, the proportion of women interested in the job shot up to 56%. This again illustrates how gender-inclusive ads can be a vital asset to bringing more women into this line of work.
- 3.4 17% of those interested in the role described by Advertisement A (10% of all respondents) were happy for their details to be passed on to Openreach so that they could be provided with further information.
- 3.5 Respondent types more willing than others to receive additional information about the role from Openreach were:
  - 25–34 and 35–44-year-olds;
  - Respondents living in East Anglia and Yorkshire / Humberside;
  - Respondents with one or more children under 18 in the household;
  - Respondents not employed full time or part time;
  - Respondents in the C2 or DE socio-economic groups;
  - Respondents 'definitely' considering and 'somewhat' considering a new career or job as a result of the pandemic
- 3.6 Respondent types less willing than others to receive additional information about the role from Openreach were:
  - 18–24 and 45–54-year-olds
  - Respondents living in the South East and North West of England;
  - Respondents with no children under 18 in the household;
  - Respondents not employed full time or part time;
  - Respondents in the AB or C1 socio-economic groups;
  - Respondents 'not' or 'definitely not' considering a new career or job as a result of the pandemic

- 3.7 The newly created Advertisement A, attracted interest in terms of encouraging women of working age that both the company and role described were worthy of consideration.
- 3.8 The difference in reaction between the two advertisements shows the effect of the different wording of the two advertisements. It seems clear that both the wording of Advertisement A contributed to the greater level of interest it aroused. Importantly, results showed clear shifts in women's interest at the other end of the spectrum as well.
- 3.9 The reason most likely to be given by those respondents interested in the role described by Advertisement A was that they 'liked the way the job was described'. This was also the reason which differentiated most between the two advertisements, supporting the view that language plays a fundamental role in the recruitment process.
- 3.10 A strong majority of respondents believed that the company described in each advertisement appeared to value gender, diversity and equality 'definitely' or 'somewhat' (80% Advertisement A, 65% Advertisement B). However, considerably more respondents felt this was 'definitely' the case in respect of Advertisement A (47% compared with 26% for Advertisement B).
- 3.11 Underpinning these clear benefits, results also showed that the gender-inclusive ad changed how women perceived the gendered nature of the job overall. For instance, the conventional ad elicited a strong perception (among 31% of women) that the job was particularly suitable for men. Yet in response to the gender-inclusive ad, only 13% of women expressed this sentiment, with nearly 70% reporting that both men and women could be well-suited for the job.
- 3.12 Three reasons dominated when respondents were asked for possible reasons why they might decide not to apply for a specific job. These three reasons were not having the right skill set (selected by 52% of respondents), the location not being right (40%) and the salary (38%). 'Not having the right skill set' was the factor which differentiated most by level of interest in either role.
- 3.13 Three quarters of respondents (75%) felt they needed to fit the skills profile by 70% or more, and half (51%) by 80% or more, before applying for a job.
- 3.14 Entertainment, Medicine, Technology, Law and IT were the fields in which respondents would be most likely to consider working. Engineering was the seventh most likely field to be selected of the 13 fields listed; it was chosen by 20%.
- 3.15 Skills that respondents were most likely to believe they possessed were 'being organised', 'working well with others', 'communication skills', 'multitasking', 'problem solving', 'being a team player', 'ability to work under pressure', 'being practical' and 'emotional intelligence / empathy'. All these skills were selected as applying to them by between 41% and 51% of respondents. Those 'very interested' in the role described in Advertisement A were more likely than other respondents to choose 'motivation' as one of their greatest skills
- 3.16 The dominant association with the word 'engineer' in the minds of respondents was 'highly skilled' (chosen by 59%). It was clear that many respondents saw an engineer as needing quite specialist skills and 41% saw it as 'male dominated'. Only 29% associated an engineer with 'manual labour'.

- 3.17 A strong majority disagreed that men were better suited than women in each of 10 defined types of work. The disagreement was strongest in respect of doctors and lawyers, but significant proportions did agree that men were better suited as aeronautical engineers, engineers, mechanics and, in particular, construction workers. Across all 10 types of work, one quarter (24%) agreed that men were better suited than women.
- 3.18 Less than a third of respondents felt that they had been disadvantaged by the pandemic. The younger age groups, lower socio-economic groups, those interested in the roles defined by the advertisements and those considering a new job or career were all much more likely to feel they had been disadvantaged.
- 3.19 Those who felt that they had been disadvantaged by the pandemic were most likely to refer to job-related points such as reduced pay (35% of those disadvantaged made this comment), being put on furlough (29%), a delay in promotion or progression (29%), a reduction in hours (21%) or a lost job (18%). However, some referred to other inconveniences such as extra housework (25%), looking after family members more (24%) or extra childcare duties (23%).
- 3.20 Over half the respondents (55%) agreed that they were giving at least some thought to the possibility of a new career as a result of the pandemic. However, only 12% stated that they had a definite intention to consider a new career. The great majority of those considering a new career or job appeared to be open to possibilities they would previously have rejected.

## 4 Detailed Results

### 4.1 Comparison of Reactions to the two Advertisements

#### 4.1.1 Interest in working for Company as described in the Advertisements

4.1.1.1 Respondents were first asked to read Advertisement A and then to answer a series of questions about it. The process was then repeated for Advertisement B.

Advertisement A described the position as follows:

#### ***“Trainee Network Coordinator***

##### ***Could you help us create the networks that bring people together?***

*Keeping families in touch, making sure businesses continue working, helping kids learn and play. It’s all in a day’s work for our network coordinators.*

*Here’s an idea of the kind of person we’re looking for. If any of this sounds like you, we’d love to hear from you:*

- *I’m comfortable talking to people at their home or at work.*
- *I’m great at multitasking and managing my time.*
- *I get things done, and people know they can rely on me.*
- *I love that feeling of sorting something out for someone.*
- *I want to work in a role that keeps me interested. I like finding out how things work and learning how to fix them if they’re broken.*
- *I’m comfortable using smart devices, and I’m always happy to learn about new systems and tools to help me do my job better.*
- *I’d like a mix of working indoors and outdoors – I don’t want to be stuck behind a desk all day and I’m not afraid of heights.*
- *I’d love a job that keeps me fit and active, and I don’t mind if it sometimes involves getting a bit dirty.*

##### ***What does a Network Coordinator’s day look like?***

*You might start your day in a customer’s home reconnecting them to the world. Then you’re off to fix a network problem at a local business. Next, you could be unscrambling the innards of a street cabinet on a village high street or bringing new smart technology to vulnerable households to help them stay in touch.*

*Each day will be different. You’ll solve different problems for different customers, in different places, and you’ll get to know your patch really well. There is a true sense of community in what we do, so people who connect easily with others and take care to do the best job possible are our perfect match.*

*No qualifications or previous experience are needed to apply. You will get all the training you need from us, with a manager and specialists at the end of the phone to support you throughout. Not to mention the colleagues you will be working alongside who’ll quickly become friends and even a second family*

*Both men and women, from all walks of life, work in this role and we are extremely open-minded about experience. We are really looking for people who feel they might have the skills and attitudes above so, even if you are a little uncertain, we would love to hear from you and help you find out more."*

Advertisement B described the position as follows:

**"Openreach Engineer - Trainee**

***We're looking for people who are:***

*Keeping families in touch, making sure businesses continue working, helping kids learn and play. It's all in a day's work for our network coordinators.*

- *Able to make a connection with our customers in their workplaces and homes.*
- *Happy working outdoors. Whether it's glorious sunshine or bracing British weather, our engineers are out connecting people.*
- *Open to new technology. Nothing too scary and we'll always support you, but you need to be comfortable using smart devices and ready to learn as new tools emerge.*
- *Ready to give their best. The sort of person who always sees a job through and takes pride in doing it properly.*
- *Physically fit. You don't need to be a marathon runner but will need to be fit enough to safely climb a telephone pole and carry a ladder.*
- *Prepared to roll up their sleeves. Working in the great outdoors on our network means getting your hands dirty from time to time.*
- *Able to manage their time as well as their workload. This is critical, our customers rely on us and we need individuals who are truly committed to delivering service.*

***What does an engineer do?***

*As one of our engineers you could be responsible for building our network or installing and maintaining broadband for our customers – covering residential customers as well as businesses on behalf of a variety of communication providers.*

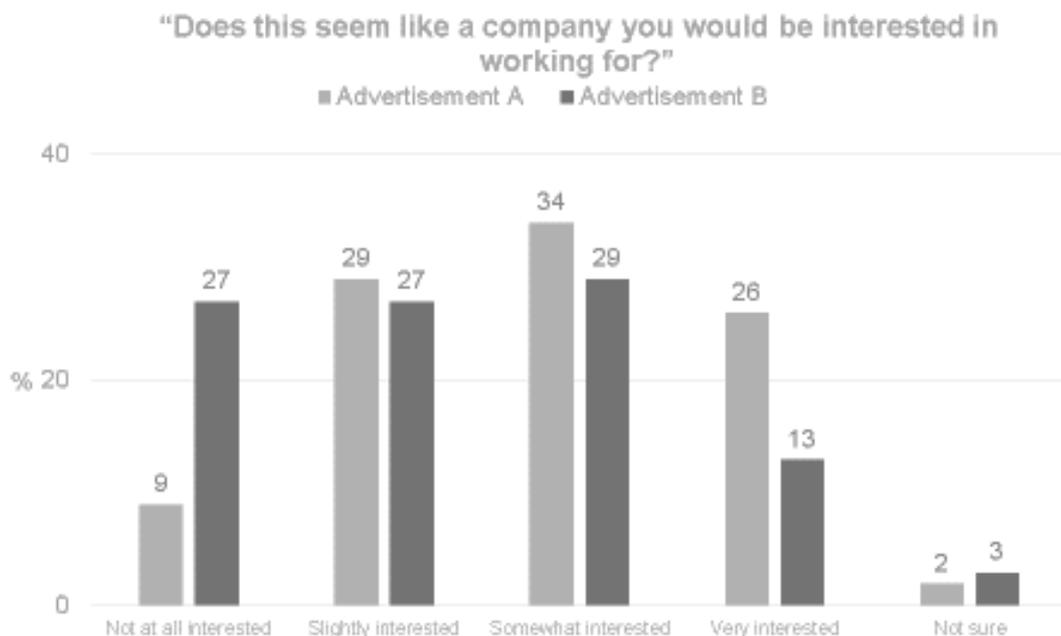
*This isn't an office job so you won't be tied to one location. Instead you'll be on the road, in your van and out in the fresh air. You'll be visiting lots of different places and working in all kinds of buildings including our telephone exchanges – our central hubs for connecting customers. You might find yourself working at a street cabinet, up a telegraph pole or in the customers' premises. The type of work you'll be carrying out will be physical, for example you might be required to climb a telegraph pole and work at height.*

*This is a customer focused role so quite a lot of the work is done alone, but you're never really alone as you'll be interacting with customers, getting together with your team and there's always people for support at the end of the phone - from your manager and team mates to dedicated teams there to help."*

4.1.1.2 60% of respondents expressed themselves as 'somewhat' or 'very' interested in working for a company such as the one advertising position A. This included 26% who would be 'very' interested. Only 9% were 'not at all' interested. Reactions to Advertisement B in this respect were less favourable, with only 42% 'somewhat' or 'very' interested and only 13% 'very' interested. 27% were 'not at all' interested.

These ratings are equivalent to mean scores of 2.78 and 2.29 for Advertisements A and B respectively where 1 = 'not at all interested' and 4 = 'very interested'. This difference between the two advertisements is highly significant at the 99% level of statistical confidence.

The comparison in reaction to the two advertisements is shown in the chart below.



Base: All respondents (2004)

4.1.1.3 Stated interest in working for such a company was significantly higher for both advertisements amongst those working in a job classified as AB social grade and those 'definitely' or 'somewhat' considering a new job or career. It was significantly lower amongst 45-54-year-olds, those living in the South East of England, those with no children under 18 in the household and those 'definitely not' considering a new job or career. The table below shows the mean score and the percentage stating that they were 'very interested' for these respondent types.

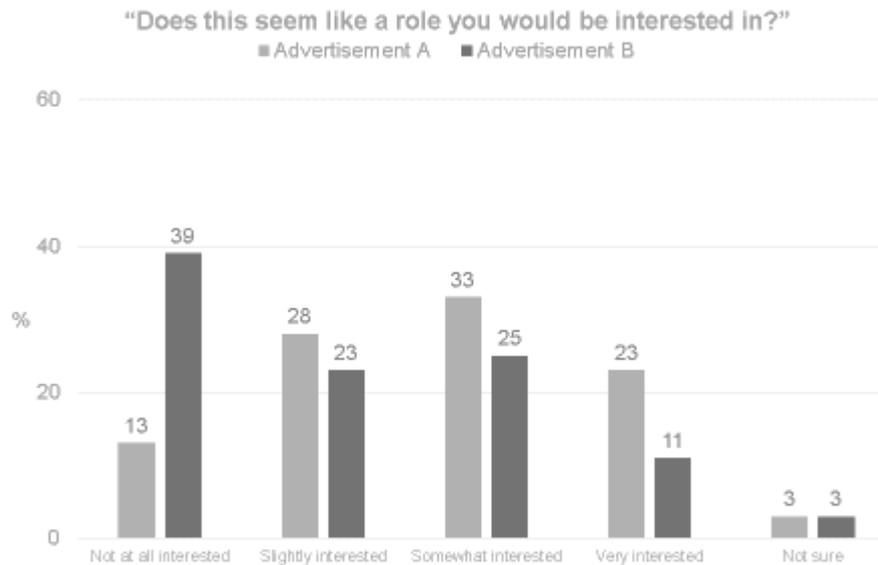
Respondent Type	Mean Score (Ad A)	% 'very interested' in role (Ad A)	Mean Score (Ad B)	% 'very interested' in role (Ad B)
All respondents	2.78	25.9	2.29	13.1
<b>Above average Ratings</b>				
SEG AB	2.87	30.5	2.41	17.0
Those definitely or somewhat considering new job	3.01	35.7	2.53	20.8
<b>Below average ratings</b>				
45-54 year olds	2.61	19.6	2.09	9.9
Those living in South East	2.65	22.5	2.18	11.9
Those with children in household	2.61	19.2	2.11	8.7
Those definitely not considering a new job	2.43	20.8	1.94	6.3

4.1.1.4 All types of respondent expressed greater interest in working for a company as described in Advertisement A than in Advertisement B. However, there were no significant differences in the magnitude of this difference by respondent type.

#### 4.1.2 Interest in Role as described in the Advertisements

4.1.2.1 Interest in the role described in both of the advertisements was slightly lower than interest in working for the company. 56% of respondents expressed themselves 'very' or 'somewhat' interested in the role described in Advertisement A compared with 60% 'very' or 'somewhat' interested in working for the company. For advertisement B, 36% were 'very' or 'somewhat' interested in the role compared with 42% interested in working for the company. Interest in the roles described by the two advertisements is illustrated in the chart below.

4.1.2.2 As with interest in working for the company, interest in the role was significantly higher at the 99% level of statistical confidence based on Advertisement A than B. Mean scores (1 = 'not at all interested', 4 = 'very interested') were respectively 2.69 and 2.08. The difference in mean scores therefore reflects the greater lead for Advertisement A in respect of interest in the role compared with interest in working for the company. This suggests that the wording of the advertisement played a key part in the stronger level of interest in the role described by Advertisement A.



Base: All respondents (2004)

4.1.2.3 Stated interest in the role was significantly higher for both advertisements amongst those aged 18-24 and those 'definitely' considering a new job or career. It was significantly lower amongst those aged 45-54, those living in the South East of England, East Anglia or Scotland, those working in a job classified as C1 social grade, those with no children under 18 in the household and those 'definitely not' considering a new job or career. Differences are shown in the following table:

Respondent Type	Mean Score (Ad A)	% 'very interested' in role (Ad A)	Mean Score (Ad B)	% 'very interested' in role (Ad B)
All respondents	2.69	23.4	2.08	10.9
<b>Above average ratings</b>				
18-24 year olds	2.79	24.3	2.26	11.5
Those definitely considering new job	3.04	40.2	2.29	21.5
<b>Below average ratings</b>				
45-54 year olds	2.50	18.7	1.83	6.9
Those living in South East	2.57	21.1	1.97	8.3
Those living in East Anglia	2.42	14.9	1.92	9.9
Those living in Scotland	2.56	13.6	1.93	8.2
Those with no children in household	2.50	16.6	1.86	5.8
SEG C1	2.55	19.0	1.91	7.0
Those definitely not considering a new job	2.25	13.9	1.58	3.5

4.1.2.4 Interest in the role was higher for all respondent types based on the description given in Advertisement A compared with Advertisement B. The difference was significantly greater amongst those 'definitely' considering a job change (mean score Advertisement A 3.04, Advertisement B 2.29). No other variations by respondent type in the magnitude of the difference were significant at the 95% level of statistical confidence.

4.1.2.5 Comparing individual respondents' expressed level of interest in the role generated by the two advertisements, it can be estimated that 50% were more interested in the role described by Advertisement A, 12% were more interested in the role described by Advertisement B and 38% were equally interested in the two. This calculation assumes that the hierarchy of interest was 'very interested' followed by 'somewhat interested' followed by 'slightly interested' followed by 'not sure', followed by 'not at all interested'.

The table below explores further the differences in the level of interest between the two roles. It can be seen, for example, that 16% of all respondents were 'very interested' in the role described by Advertisement A and less interested in the role described in Advertisement B.

Interest in Roles described in Advertisements A and B	% Equal interest	% More interested in A	% More interested in B
Very interested in A and B	7.3		
Somewhat interested in A and B	10.6		
Slightly interested in A and B	8.3		
Not at all interested in A and B	11.3		
Not sure A and B	0.7		
Very interested in A, less than very interested in B		16.1	
Somewhat interested in A, less than somewhat interested in B		20.1	
Slightly interested in A, less than slightly interested in B		12.3	
Not sure A, not all interested B		1.1	
Very interested in B, less than very interested in A			3.6
Somewhat interested in B, less than somewhat interested in A			7.1
Slightly interested in B, less than slightly interested in A			1.4
<b>Total (% of all respondents)</b>	<b>38.2</b>	<b>49.6</b>	<b>12.1</b>

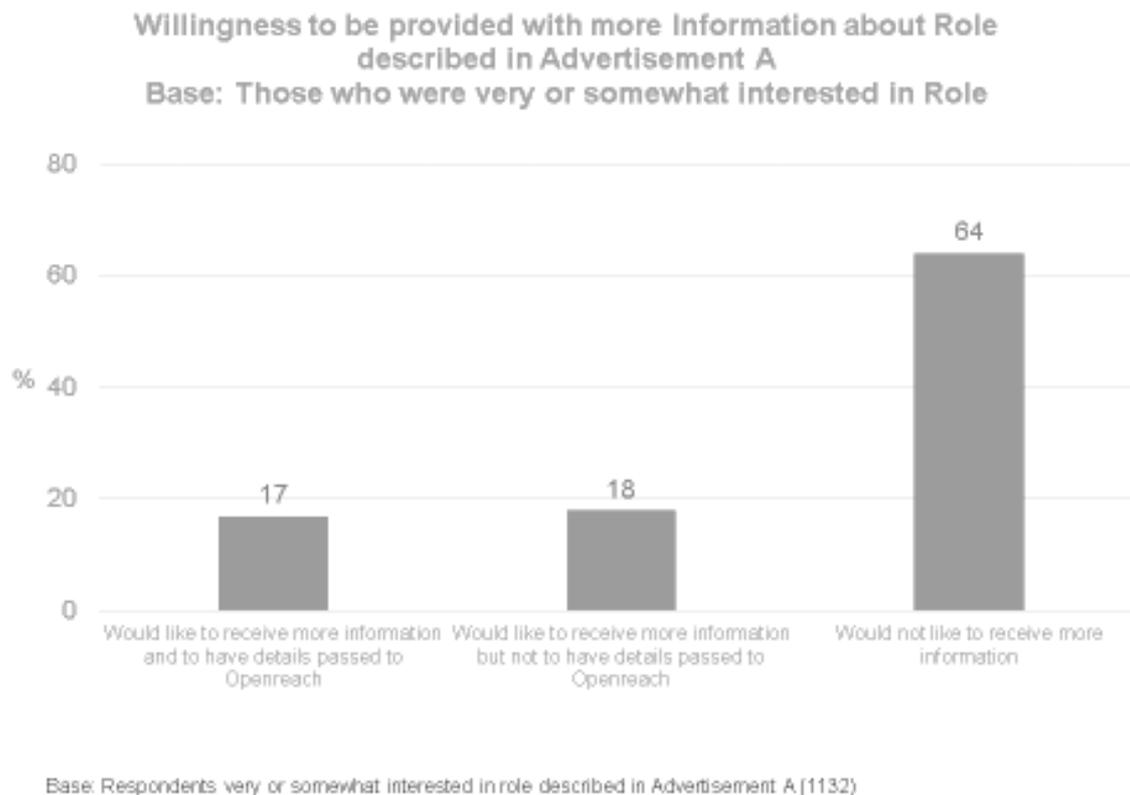
4.1.2.6 60% of respondents had expressed themselves 'very' or 'somewhat' interested in the role described by Advertisement A. These respondents were asked whether they would like to be provided with some more information so that they could apply for the job if they wished. Respondents expressing interest in receiving more information were then informed that the company advertising the job was Openreach and asked whether they would be happy for

their name and email to be passed to Openreach who could provide more details about the job.

4.1.2.7 36% of those 'very' or 'somewhat' interested in the role described in Advertisement A initially agreed that they would like additional information. However only half of the respondents agreeing initially (49%) stated that they would be happy to have their name and email passed to Openreach. This means that 17% of those expressing themselves 'very' or 'somewhat' interested in the role (10% of all respondents) maintained their interest right through to being willing to have their details passed through to Openreach. The 50% drop off when the Openreach name was mentioned suggests that the name of the company did cause many respondents to decide not to take their interest further.

The contact details of those willing to have them passed on will be supplied to Openreach.

The chart below summarises the responses to these two questions:



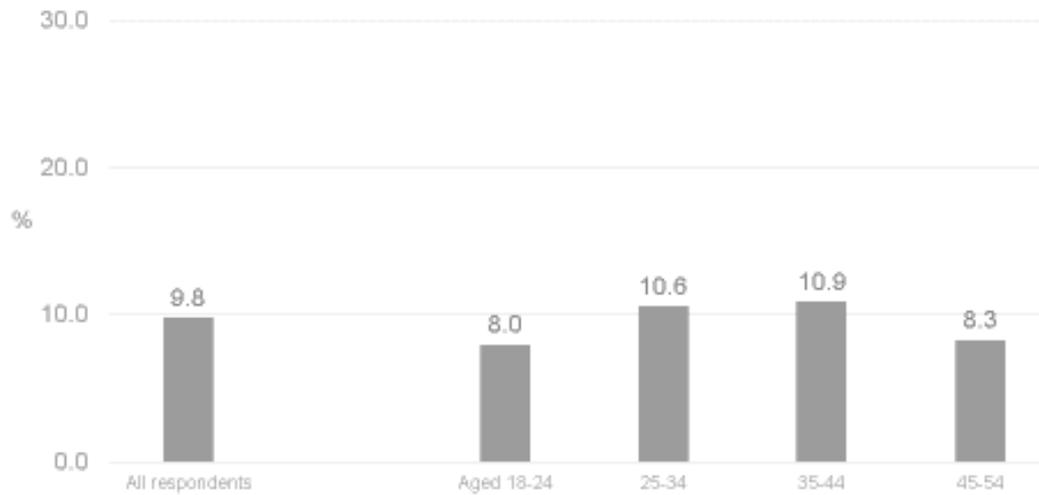
4.1.2.8 Perhaps surprisingly, the 17% sufficiently interested to be happy for their contact details to be passed to Openreach were quite evenly divided between those who had initially expressed themselves 'very' and 'somewhat' interested in the role (57% of these respondents had expressed themselves 'very' interested, 43% 'somewhat interested').

4.1.2.9 Willingness to have their details passed on and to receive more information about the role from Openreach is arguably the best measure of serious interest in the position. The charts below therefore show levels of willingness in this respect amongst all respondents broken down by age, region, presence of children under 18 in household, working status, respondent's socio-economic group and whether considering a new job or career as a result of the pandemic.

The following conclusions can be drawn at the 90% level of statistical confidence or higher:

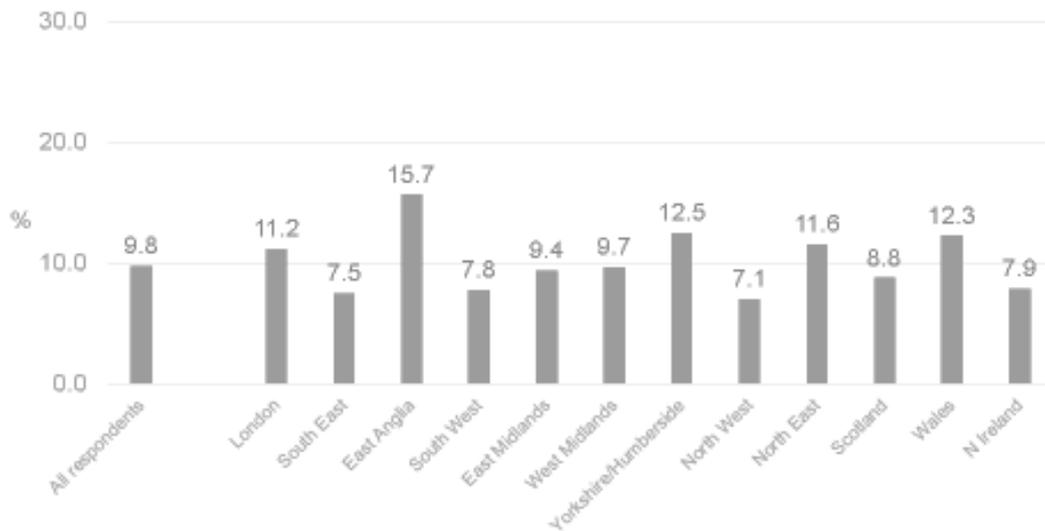
- Respondent types more willing than others to receive additional information about the role from Openreach are:
  - The 25–34 and 35–44-year-olds;
  - Respondents living in East Anglia and Yorkshire / Humberside;
  - Respondents with one or more children under 18 in the household;
  - Respondents not employed full time or part time;
  - Respondents in the C2 or DE socio-economic groups;
  - Respondents 'definitely' considering and 'somewhat' considering a new career or job as a result of the pandemic
- Respondent types less willing than others to receive additional information about the role from Openreach are:
  - The 18–24 and 45–54-year-olds
  - Respondents living in the South East and North West of England;
  - Respondents with no children under 18 in the household;
  - Respondents employed full time or part time;
  - Respondents in the AB or C1 socio-economic groups;
  - Respondents 'not' or 'definitely not' considering a new career or job as a result of the pandemic

**Interested in Role described in Advertisement A and willing to have Details passed to Openreach  
By Age**



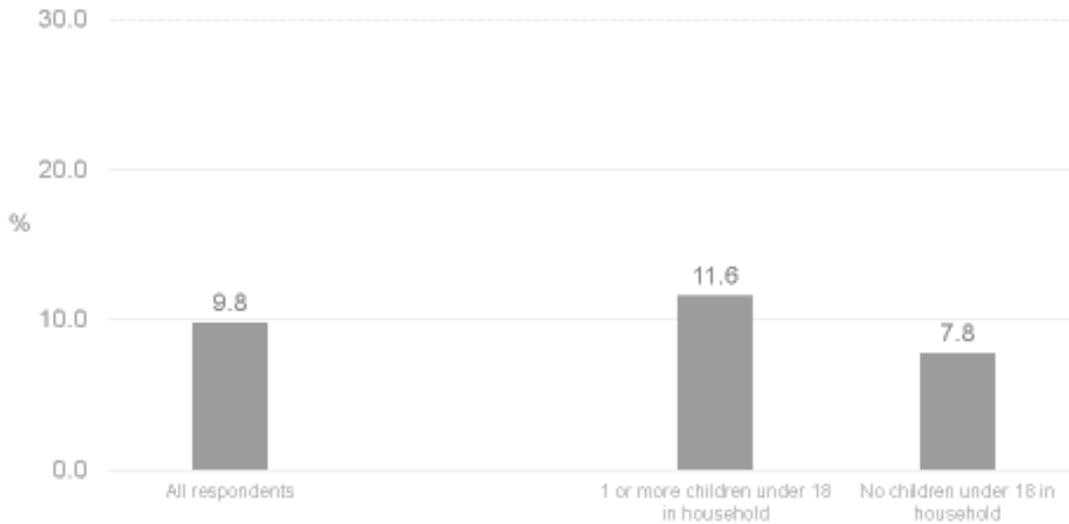
Base: All respondents (2004), those aged 18-24 (288), 25-34 (611), 35-44 (671), 45-54 (434)

**Interested in Role described in Advertisement A and willing to have Details passed to Openreach  
By Region**



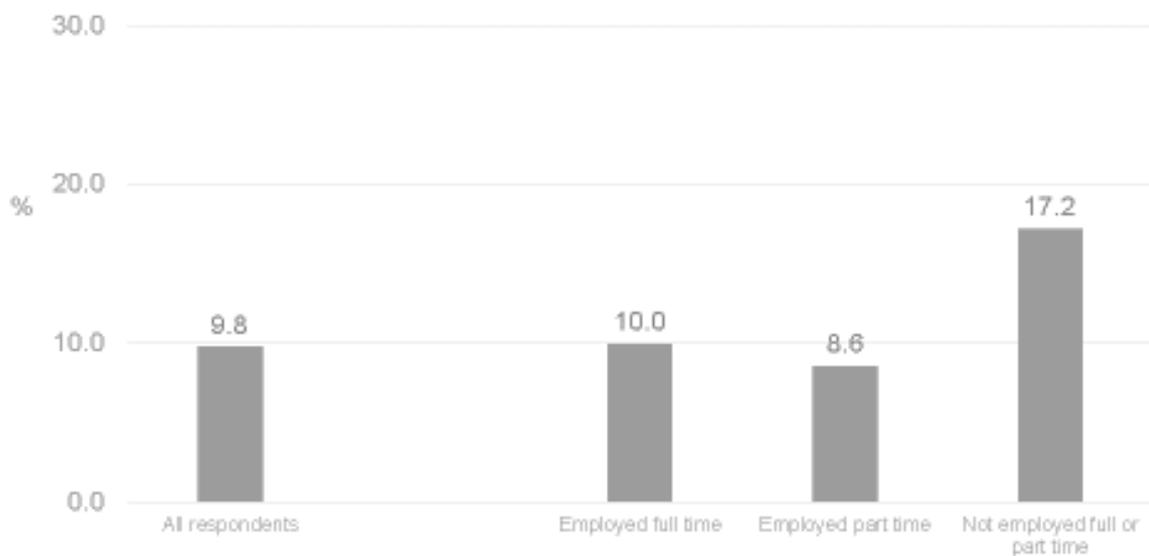
Base: All respondents (2004), those living in London (214), South East (360), East Anglia (121), South West (154), E Midlands (160), W Midlands (206), Yorks/Humber (192), North West (211), North East (95), Scotland (147), Wales (106), N Ireland (38)

**Interested in Role described in Advertisement A and willing to have Details passed to Openreach  
By Presence of Children under 18 in Household**



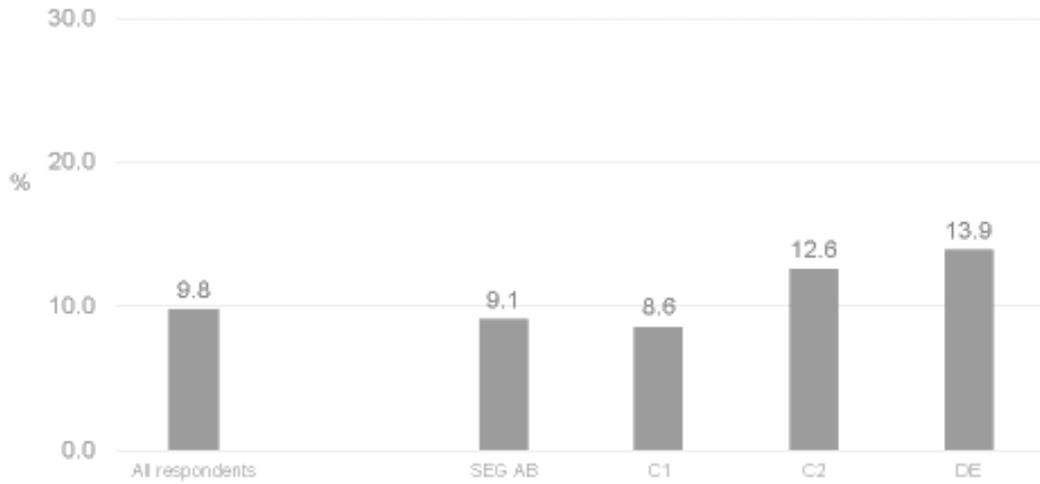
Base: All respondents (2004), those with 1 or more children under 18 in household (1077), those with no children under 18 in household (927)

**Interested in Role described in Advertisement A and willing to have Details passed to Openreach  
By Working Status**



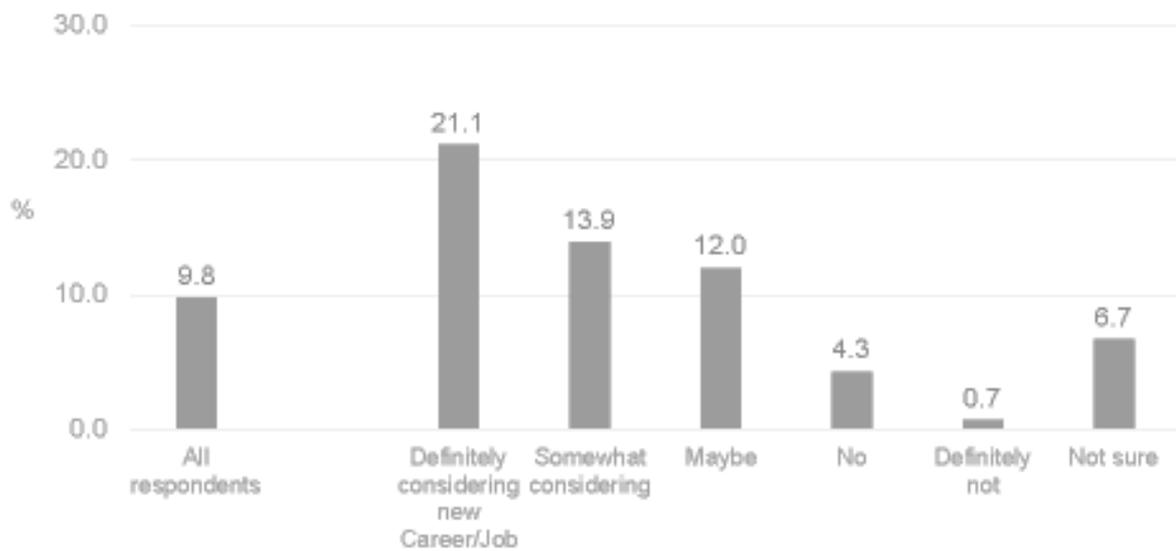
Base: All respondents (2004), those employed full time (1370), those employed part time (569), those not employed full or part time (64)

**Interested in Role described in Advertisement A and willing to have Details passed to Openreach  
By Respondent's Socio-economic Group**



Base: All respondents (2004), SEG AB (747), C1 (742), C2 (430), DE (64)

**Interested in Role described in Advertisement A and willing to have Details passed to Openreach  
By Whether considering new Career / Job due to Pandemic**



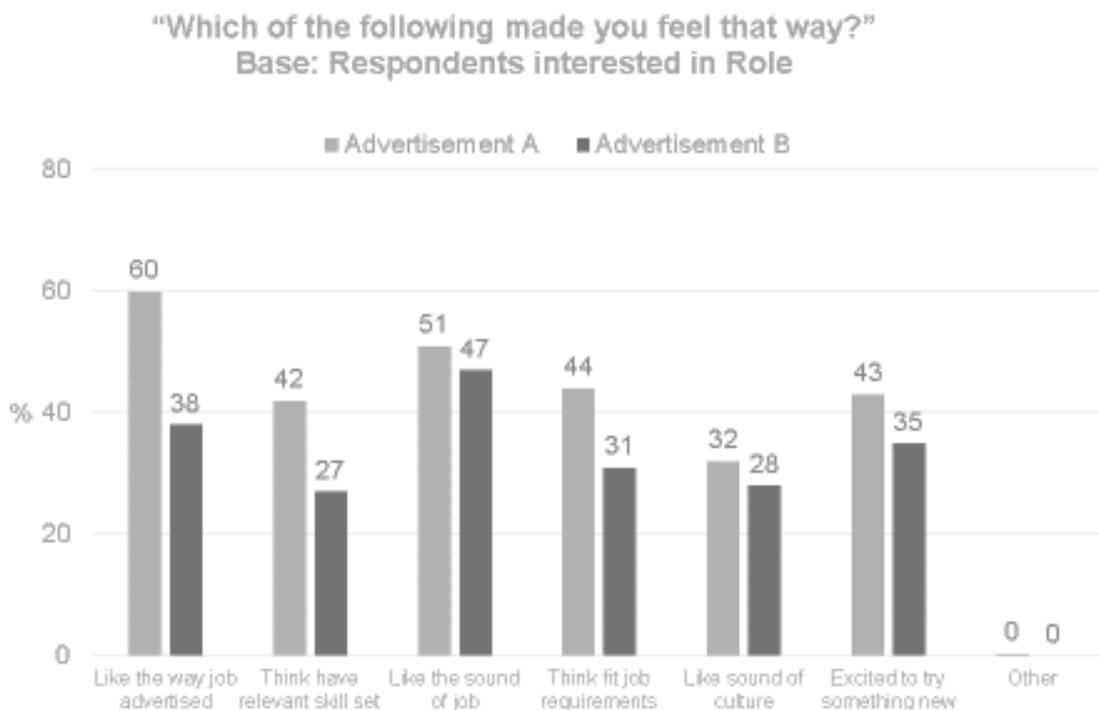
Base: All respondents (2004), Those definitely considering new career/job (246), somewhat considering (361), maybe considering (502), not considering (691), definitely not considering (144), not sure (60)

### 4.1.3 Reasons for Interest in Role

4.1.3.1 Respondents who had expressed interest in the role described in either advertisement were asked what had stimulated their interest. They were presented with a prompted list of possible reasons and asked to tick any that applied.

4.1.3.2 Those interested in the role described by Advertisement A selected more of the reasons than those interested in the role described by Advertisement B (an average of 2.7 reasons were chosen in respect of Advertisement A compared with 2.1 for Advertisement B). This suggests not only that more respondents were interested in the role described by Advertisement A, but also that their interest was greater.

4.1.3.3 Responses to this question are shown in the chart below. It can be seen that the factor differentiating most between the two advertisements was a liking for 'the way the job was advertised'. This a further indication that the wording used to describe the role contributed to the preference for the role described by Advertisement A. Advertisement A was also particularly likely to be of interest on the basis that respondents think that they have the relevant skill set and that they fit the job requirements.



Base: All respondents interested in role A (1132)  
All respondents interested in role B (709)

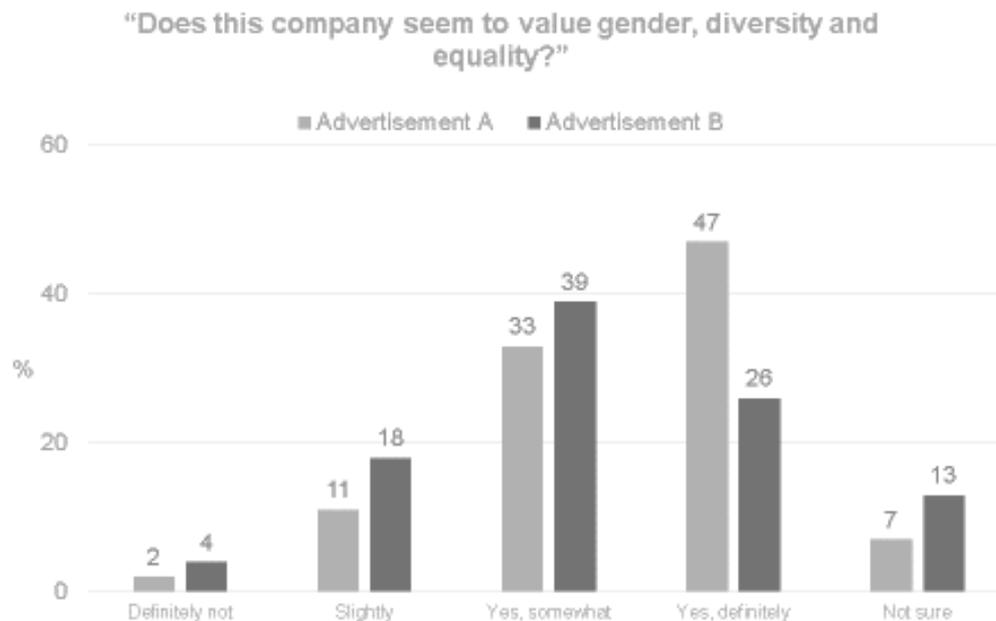
4.1.3.4 Those 'definitely' considering a job or career change were particularly likely to state that the reason for their interest in the job described in Advertisement A was the way it was advertised (68% of these respondents selected that reason from the prompted list). Those interested in

the job described by Advertisement B were only marginally more likely to select this reason (40% did so).

#### 4.1.4 Perceptions of Company in Terms of Gender, Diversity and Equality

4.1.4.1 Respondents were next asked, in respect of each advertisement, whether the company appeared to value gender, diversity and equality.

4.1.4.2 As shown in the chart below, a strong majority of respondents believed that the company described in each advertisement did appear to value these qualities at least somewhat (80% Advertisement A, 65% Advertisement B). However, considerably more respondents felt this was 'definitely' the case in respect of Advertisement A (47% compared with 26%). Responses to this question produced a mean score of 3.35 based on Advertisement A compared with 3.00 based on Advertisement B, where 1 = 'definitely not' and 4 = 'yes, definitely'.



Base: All respondents (2004)

4.1.4.3 Both advertisements produced particularly strong agreement that the company valued gender, value and equality amongst 45-54 year olds, those 'very interested' in the job described by Advertisement A, those very interested in the job described by Advertisement B, those 'definitely' considering a job move as well as those 'definitely not' considering a job move as a result of the pandemic.

The table below shows the key responses to this question by the above respondent types.

Respondent Type	Mean Score (Ad A)	% 'yes definitely' values gender, diversity and equality (Ad A)	Mean Score (Ad B)	% 'yes definitely' values gender, diversity and equality (Ad B)
All respondents	3.35	46.6	3.00	25.9
<b>Above average ratings</b>				
45-54 year olds	3.45	49.3	3.07	27.6
Those 'very interested' in role described by Advertisement A	3.66	71.0	3.30	42.9
Those 'very interested' in role described by Advertisement B	3.64	70.2	3.60	64.7
Those 'definitely' considering new job	3.44	54.5	3.15	35.8
Those 'definitely not' considering new job	3.51	56.9	3.19	35.4

4.1.4 All the main respondent types were significantly more likely to feel that Advertisement A gave a greater impression than Advertisement B of a company that values gender, diversity and equality. There were no statistically significant differences in the magnitude of these differences.

#### 4.1.5 Suitability of Role for a Man and a Woman

4.1.5.1 Respondents were asked for each advertisement how well suited the role described would be to a man or woman.

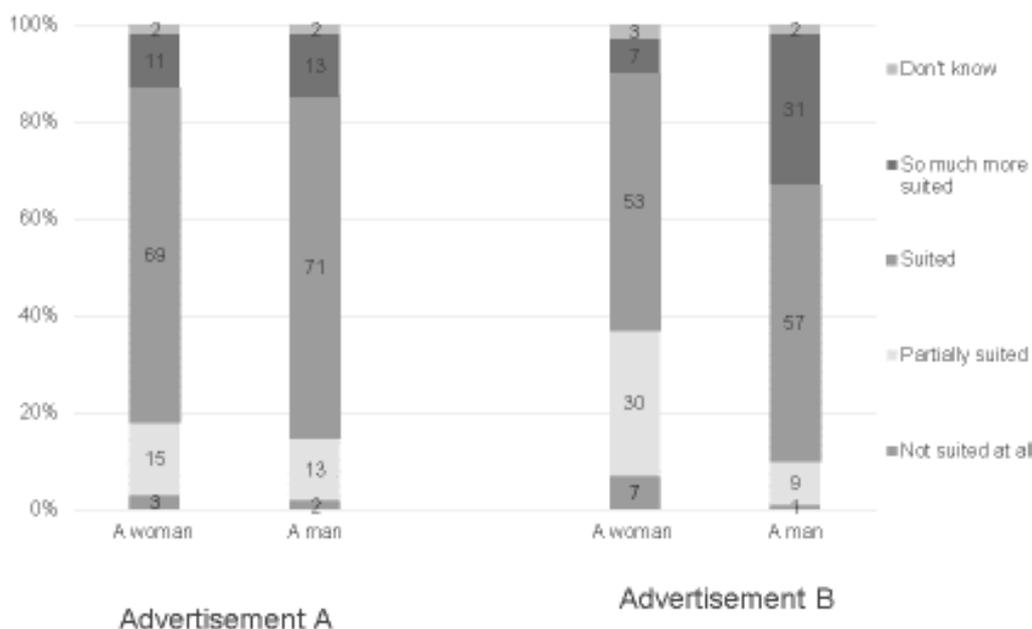
4.1.5.2 Responses to Advertisement A produced very similar views on the suitability of the role to a man and to a woman. Only 3% and 2% felt that the role would not be suited at all to a woman and to a man respectively. The advertisement was clearly successful in communicating that the role could be undertaken by either a woman or a man.

4.1.5.3 Advertisement B by contrast produced a markedly different response in this respect. As many as 31% felt that this role would be 'so much more suited' to a man compared with only 7% thinking it would be 'so much more suited' to a woman. 7% felt the role would be 'not suited at all' to a woman whereas only 1% felt it would be 'not suited at all' to a man.

**It would seem that perceptions of greater equality by gender played a part in the preference for the role described by Advertisement A.**

4.1.5.4 The full set of responses at total sample level is shown in the chart below.

"How suited do you think this role would be to....?"



Base: All respondents (2004)

6

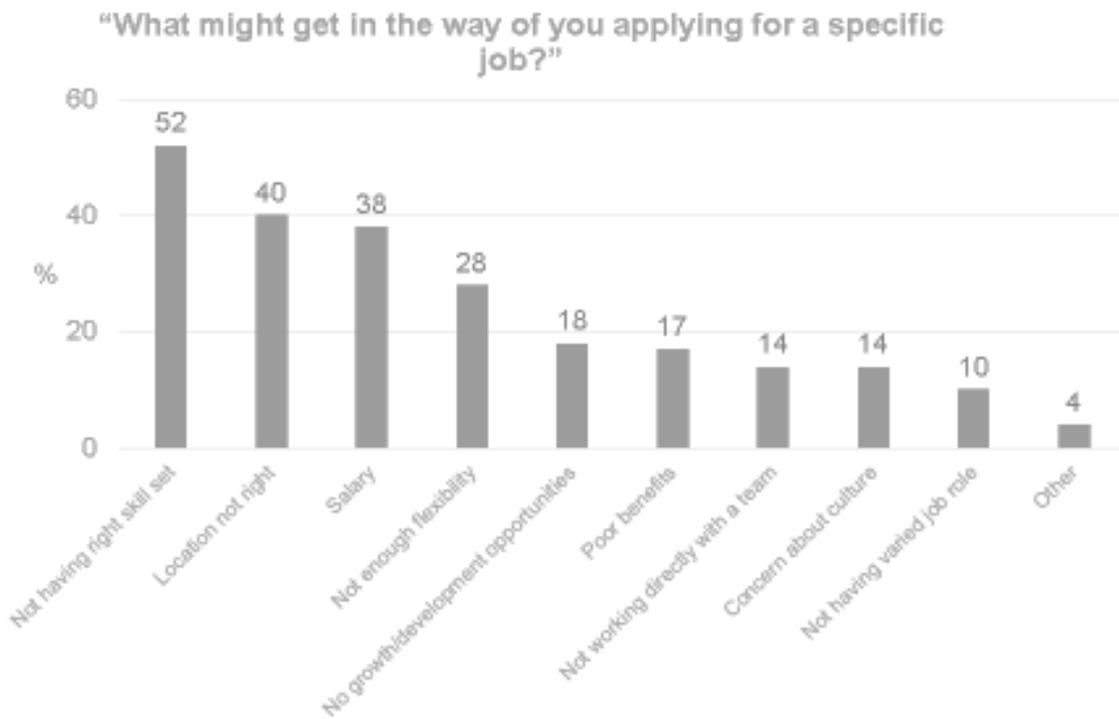
4.1.5.5 Respondents expressing themselves as 'very interested' in the role described by Advertisement A differentiated to an even greater extent between the two advertisements in respect of its suitability to a man or a woman. Slightly more of this group felt the role described by Advertisement A would be 'so much more suitable' to a woman than to a man (22% compared with 19%). In addition, whilst 13% of them felt the role described by Advertisement B would be 'so much more suitable' to a woman, as many as 42% felt it would be 'so much more suitable' to a man.

## 4.2 Job Searching

### 4.2.1 Barriers to applying for a specific Job

4.2.1.1 Respondents were given a list of possible reasons that might cause them not to apply for a specific job. Three reasons dominated - not having the right skill set (selected by 52% of respondents), the location not being right (40%) and the salary (38%). Only 4% chose the 'other' option for a reason other than one of the prompts.

A full set of responses is shown in the chart below.



Base: All respondents (2004)

4.2.1.2 ‘Not having the right skill set’ was the factor which differentiated most by level of interest in either role. 65% of those ‘not all’ interested in the role described by Advertisement A stated that this factor might cause them not to apply for a specific job, compared with 47% of those ‘very’ interested. An even more marked difference was seen based on the level of interest in the job described by Advertisement B (66% of those ‘not at all’ interested mentioned this factor compared with only 30% of those ‘very’ interested).

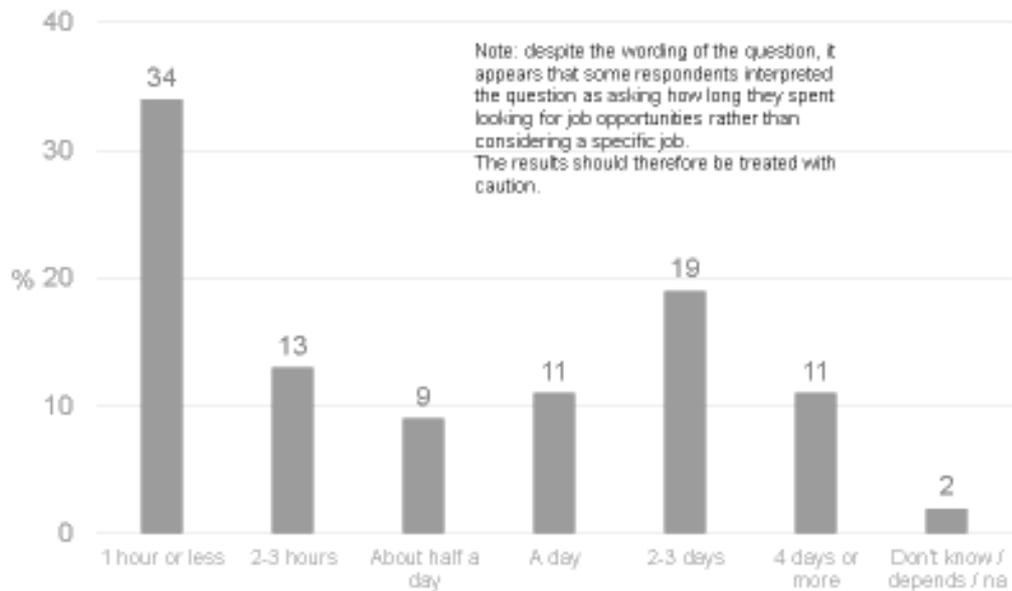
**It would seem likely that some of those expressing no interest in the job advertised felt that they would not be qualified to undertake it.**

#### 4.2.2 Time spent thinking about a specific Job

4.2.2.1 The next question asked how long on average respondents would spend thinking about a specific job. Unfortunately, despite the clear wording of the question, some respondents seemed to interpret this question as asking how long they would spend searching for job opportunities in general rather than considering one particular opportunity.

4.2.2.2 Nevertheless, whatever question was being answered, it does appear that many women do not spend long thinking about a job, with one third (34%) stating that they spend one hour or less.

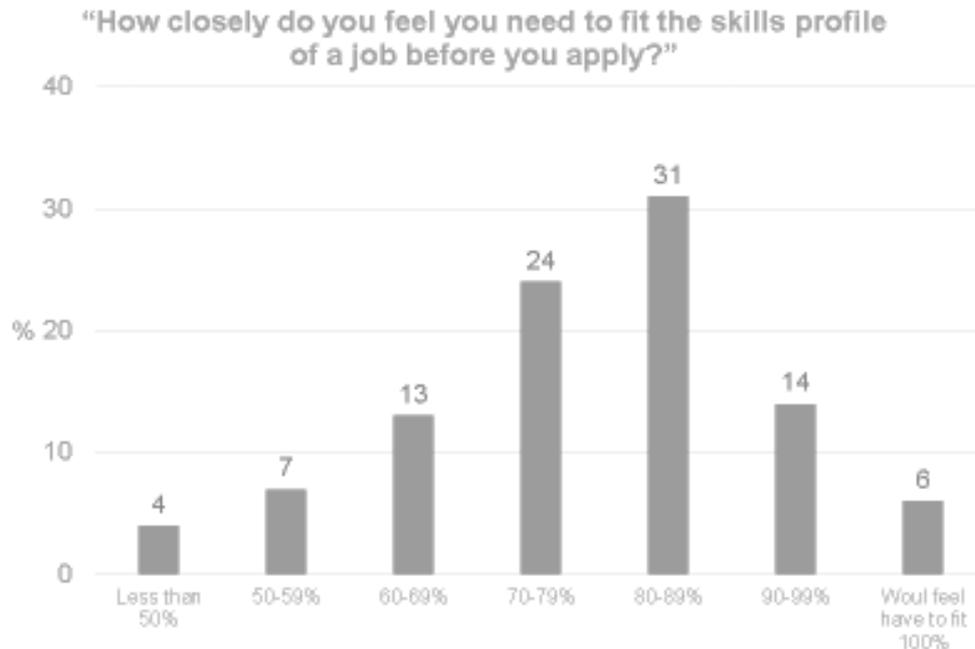
### “Which of the following best describes how long on average you would spend thinking about a specific job?”



Base: All respondents (2004)

#### 4.2.3 Fitting Skills Profile of Job

4.2.3.1 Almost one third of respondents (31%) claimed that they felt that they needed to fit the skills profile of a job by between 80% and 89%, with a further 24% stating that they needed to fit by between 70% and 79%. When a further 20% who felt they needed to fit the skills profile by 90% or more are included, it can be seen that three quarters (75%) felt they needed to fit the profile by 70% or more and half (51%) by 80% or more.



Base: All respondents (2004)

**4.2.3.2** Women aged 45 or over were more likely to feel they needed to fit the skills profile closely. 59% of this group felt that they needed to fit the skills profile by 80% or more compared with 45% of 18-34 year olds.

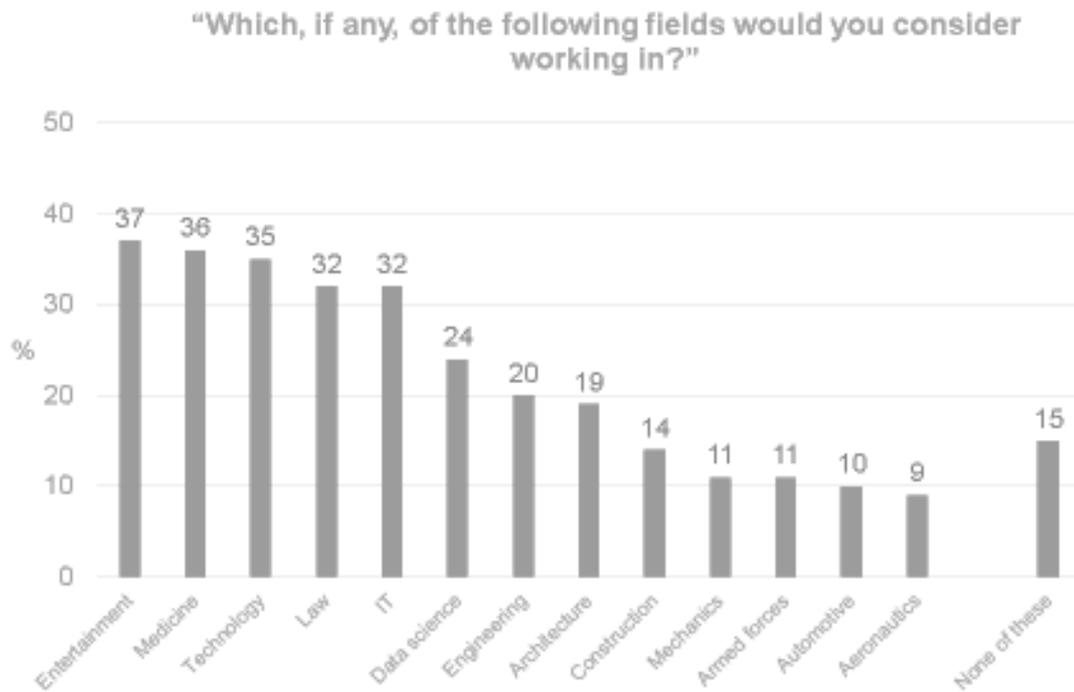
**4.2.3.3** Those ‘definitely not’ considering a new career or job as a result of the pandemic were much more likely to think that they needed to fit the skills profile closely. 65% of this group stated that they felt they needed to fit the profile by 80% or more. Similarly those ‘not at all interested’ in the role described by the two advertisements also felt that they needed to fit the skills profile closely compared with other respondents (62% of those ‘not at all’ interested in the job described by Advertisement A and 59% of those ‘not at all’ interested in the job described by Advertisement B felt they need to fit the profile by 80% or more).

This feeling of needing the fit the skills profile quite precisely again raises the possibility that some of those not interested in the Openreach position may have been put off by a feeling that they would not meet the specified criteria.

#### **4.2.4 Fields would consider working in**

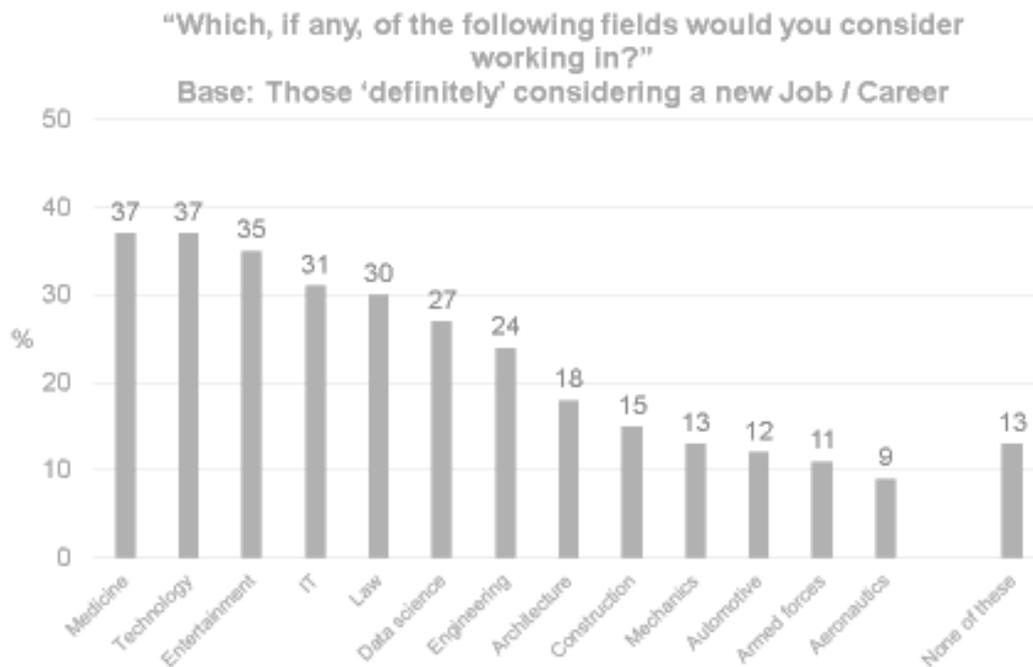
**4.2.4.1** Respondents were asked in which of a number of specified fields they would consider working.

**4.2.4.2** Five of the listed fields were selected by about one third of respondents or more. They were Entertainment, Medicine, Technology, Law and IT. Engineering was the seventh most likely field of the 13 fields to be selected, chosen by 20%. 15% stated that they would not consider working in any of the listed fields.



Base: All respondents (2004)

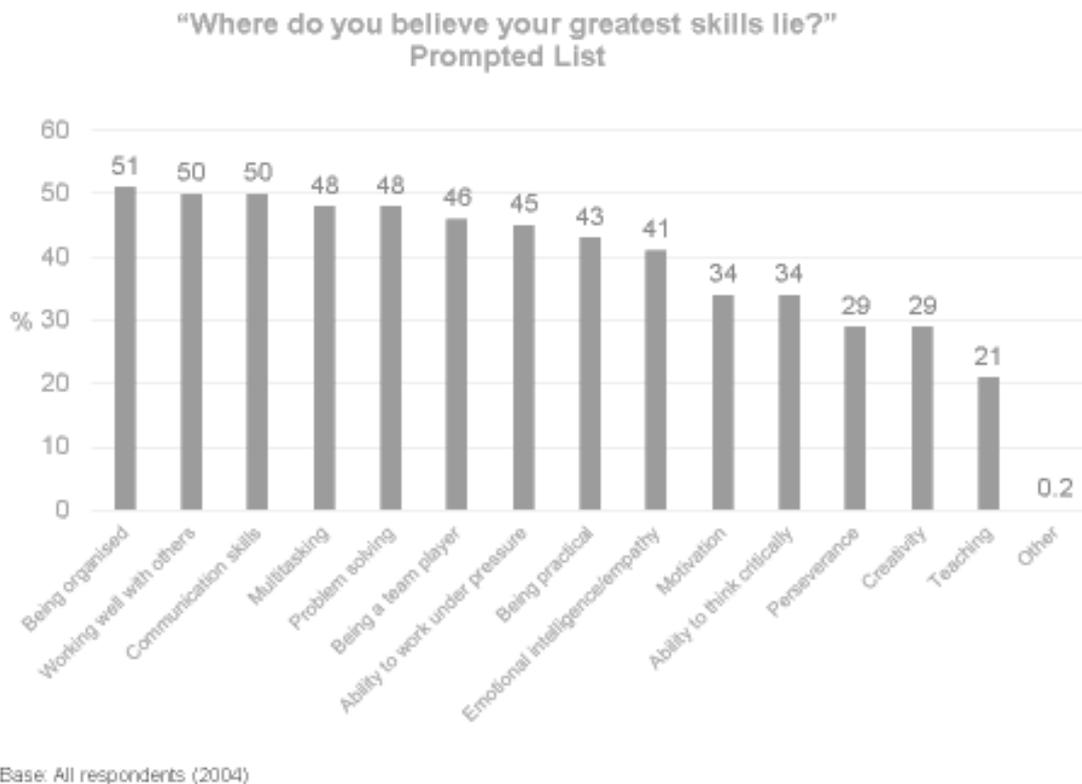
- 4.2.4.3 Engineering was more likely to be selected as a field for consideration by respondents living in East Anglia (24%), those with children in the household (23%) and those who were ‘definitely’ considering a new job or career (24%).
- 4.2.4.4 Engineering was less likely to be selected as a field of interest by those whose current job is of socio-economic group C2 or DE (17% and 9% respectively), 18-24 year olds (16%), 45-54 year olds (16%), those with no children in the household (16%) and those who were ‘definitely not’ considering a new job or career (14%).
- 4.2.4.5 The chart below shows results for the 246 respondents (12% of the total sample) who were ‘definitely’ considering a new job or career. The fields that this group would consider were broadly similar as for the total sample. Engineering was again the seventh most likely field of the 13 to be selected, but the gap between it and the fields more likely to be considered was slightly reduced.



Base: Respondents ‘definitely’ considering a new job / career (246)

#### 4.2.5 Perceived Greatest Skills

- 4.2.5.1 Respondents were asked where they believed their greatest skills lay. They were given a prompted list of 14 options to choose from, and were invited to add other skills should they wish.
- 4.2.5.2 Respondents chose an average of 5.7 of the 14 skills. Nine of the 14 skills were chosen by between 41% and 51% of respondents; these were ‘being organised’, ‘working well with others’, ‘communication skills’, ‘multitasking’, ‘problem solving’, ‘being a team player’, ‘ability to work under pressure’, ‘being practical’ and ‘emotional intelligence / empathy’.
- 4.2.5.3 Teaching was the least likely of the 14 fields to be selected, with only 21% choosing this skill.

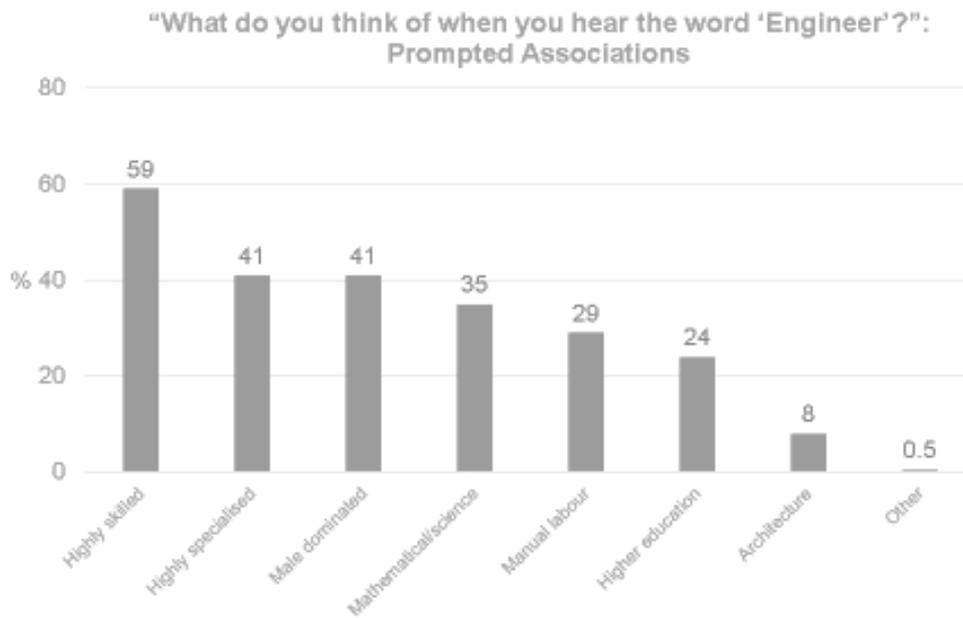


4.2.5.4 Those ‘very interested’ in the role described in Advertisement A were particularly likely to choose ‘motivation’ as one of their greatest skills (45% of this group chose ‘motivation’ compared with only 30% of other respondents). Other skills slightly more likely to be selected by this group were multitasking (chosen by 54% of those ‘very’ interested in the role compared with 47% of other respondents), communication skills (54% compared with 48%), ability to work under pressure (50% compared with 44%), being practical (48% compared with 41%) and teaching (25% compared with 20%).

### 4.3 Associations with the Word ‘Engineer’

4.3.1 Respondents were asked what they thought of when they heard the word ‘Engineer’. They were given a set of seven prompted options from which to choose as many associations as they wished.

4.3.2 The dominant association was ‘highly skilled’, chosen by 59% of respondents. It was clear that many respondents saw an engineer as needing quite specialist skills and 41% saw it as ‘male dominated’. Only 29% associated it with ‘manual labour’. Only 10 respondents (0.5% of the total sample) added an association not on the prompted list; of these only the word ‘technical’ was suggested by more than one respondent.



Base: All respondents (2004)

4.3.3 The younger respondents aged 18-24 were less likely to associate the word ‘Engineer’ with high skills and specialisations, and more likely to associate it with manual labour. The opposite applied to the 35-44 age group. This is illustrated by the following table:

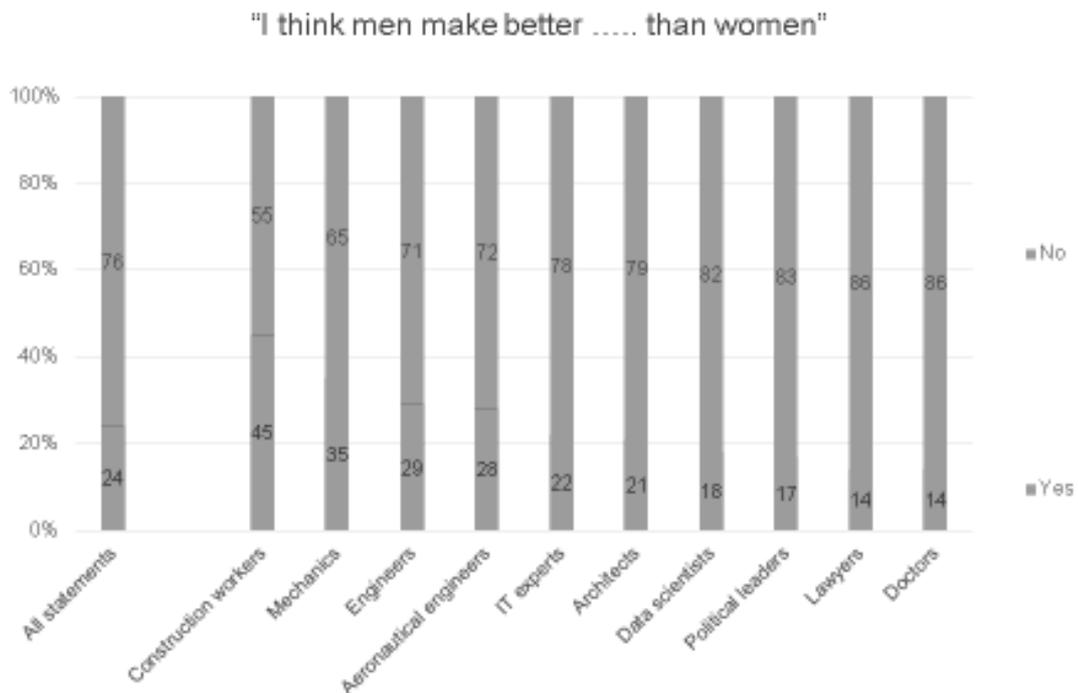
Association	All Respondents %	Aged 18-24 %	Aged 35-44 %
Highly skilled	59.5	56.6	63.0
Highly specialised	41.3	33.0	46.2
Manual labour	29.5	32.6	29.2

4.3.4 Those 'very' interested in the role described by Advertisement A were more likely to associate the word 'Engineer' with 'highly specialised' (44% compared with 41% of other respondents) and 'higher education' (28% compared with 22%). They were less likely to associate the word with 'manual labour' (25% compared with 31%).

#### 4.4 Attitude to Men and Women's Suitability for different Types of Work

4.4.1 Respondents were presented with a list of different types of work and invited to indicate whether they agreed that men were better suited than women in each case.

4.4.2 As can be seen from the chart below, a majority disagreed that men were better suited than women in all the types of work covered. The disagreement was strongest in respect of doctors and lawyers, but significant proportions did agree that men were better as aeronautical engineers, engineers, mechanics and, in particular, construction workers. Across all statements, one quarter (24%) agreed that men were better suited than women.



Base: All respondents (2004)

4.4.3 Agreement that men make better engineers than women was strongest amongst the 18-34 year olds (34% agreed), those working in a job classified as C2 social grade (32%) and, perhaps surprisingly, those 'very' interested in the role described by both Advertisements A and B (33% and 39% respectively). Agreement was weakest amongst the 45-54 year olds (24%), the DE socio economic group (23%) and those not at all interested in the roles described by Advertisements A and B (20% and 26% respectively).

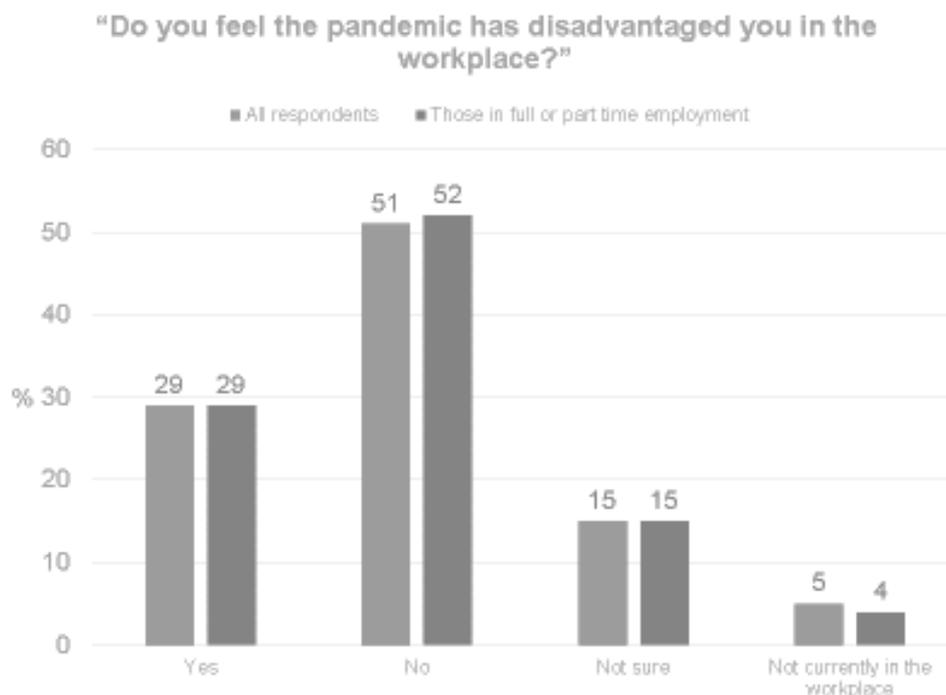
4.4.4 Across all the statements, the respondent types most likely to agree that men were better were 18-34 year olds (27% agreed on average), the AB and C2 socio-economic groups (26% in each case), those 'very' interested in the role described by Advertisements A and B (28% and 34% respectively) and those at least possibly considering a new job or career (27%). Respondent types least likely to agree were 45-54 year olds (19%), the DE socio-economic group (22%), those 'not at all' interested in the roles described by Advertisements A and B (17% and 20% respectively) and those 'not' or 'definitely not' considering a new job or career (20%).

## 4.5 Effect of Pandemic on Work

### 4.5.1 Whether disadvantaged in the Workplace by the Pandemic

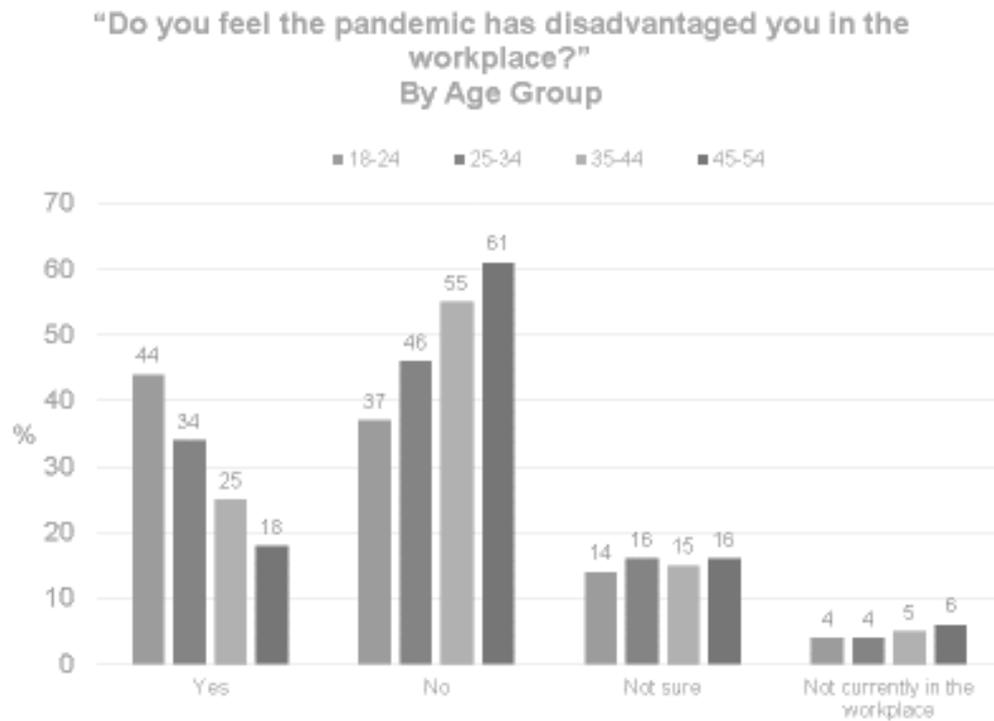
4.5.1.1 Respondents were asked whether they felt that the pandemic had affected them in the workplace. Results in the chart below are shown both for the total sample and for the 97% who described themselves as in full or part time employment. In fact, it can be seen that the results are almost identical for the two groups. Some of those 'employed' described themselves as 'not currently in the workplace', which they presumably regarded as temporary and may perhaps have been caused by the pandemic.

4.5.1.2 Less than a third of respondents felt that they had been disadvantaged by the pandemic, but a further 15% were unsure whether or not they had been.



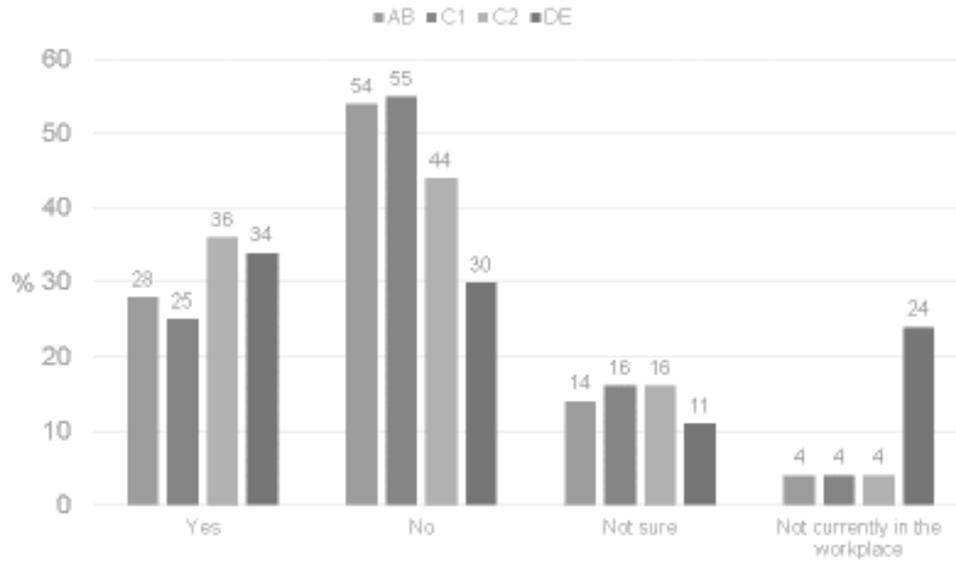
Base: All respondents (2004), those in full or part time employment (1939)

4.5.1.3 There were some marked differences by respondent type in the perceived effect of the pandemic on the work of respondents. The younger age groups, lower socio-economic groups, those interested in the roles defined by the advertisements and those considering a new job or career were all much more likely to feel they had been disadvantaged. These differences are illustrated by the following charts.



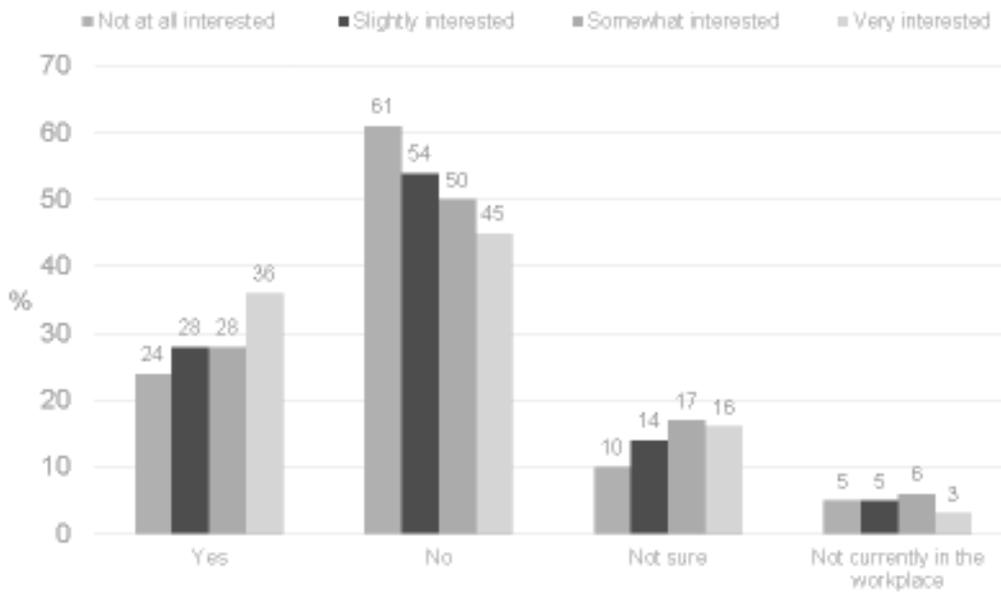
Base: 18-24 year olds (288), 25-34 year olds (611), 35-44 year olds (671), 45-54 year olds (434)

**“Do you feel the pandemic has disadvantaged you in the workplace?”  
By Socio-economic Group**



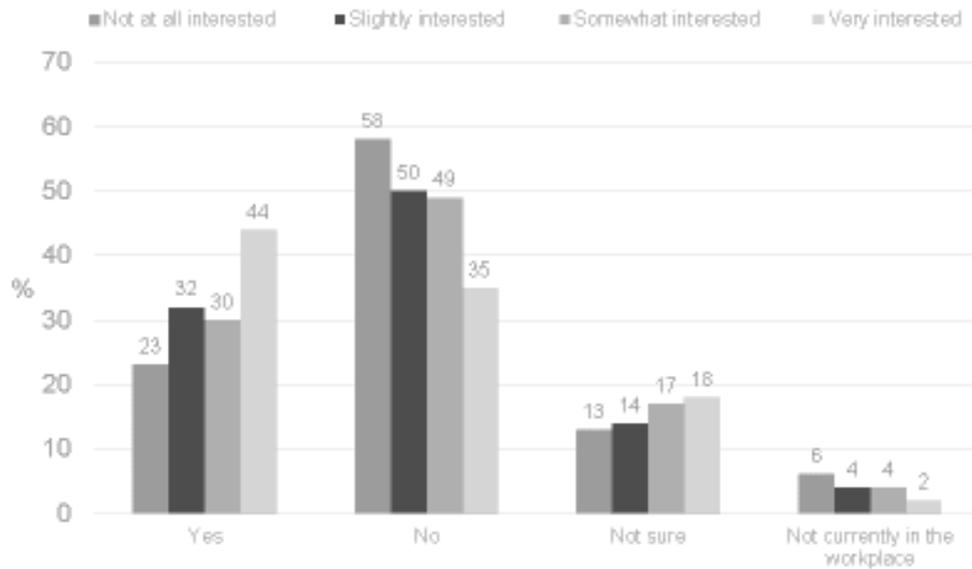
Base: SEG AB (747), C1 (742), C2 (430), DE (79)

**“Do you feel the pandemic has disadvantaged you in the workplace?”  
By Interest in Role described in Advertisement A**



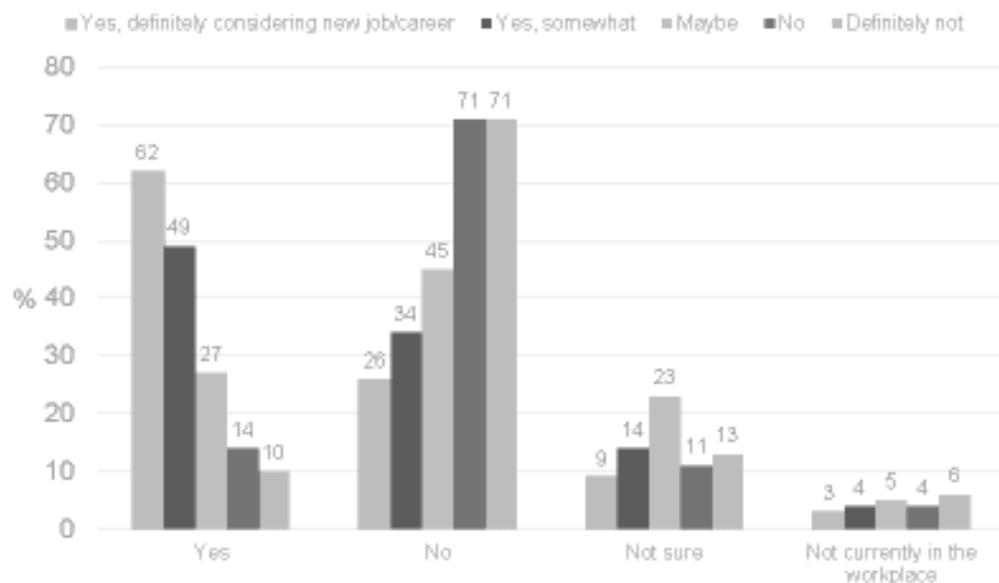
Base: Not at all interested (260), Slightly interested (559), Somewhat interested (663), Very interested (469)

**“Do you feel the pandemic has disadvantaged you in the workplace?”**  
**By Interest in Role described in Advertisement B**



Base: Not at all interested (772), Slightly interested (458), Somewhat interested (491), Very interested (218)

**“Do you feel the pandemic has disadvantaged you in the workplace?”**  
**By Whether considering a new Job or Career**

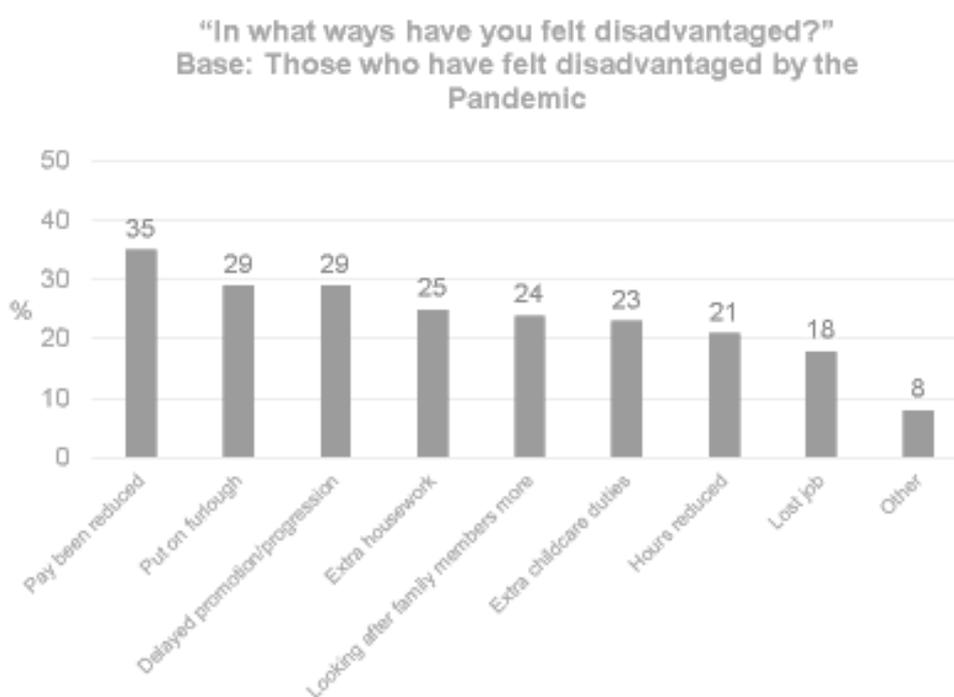


Base: Definitely considering new job/career (246), Somewhat (361), Maybe (502), No (691), Definitely not (144)

## 4.5.2 Manner in which Disadvantaged

4.5.2.1 The 580 respondents who felt they had been disadvantaged by the pandemic were asked in what way this had been the case. They were given a list of eight possible respects in which they might have been disadvantaged but were invited to add others.

4.5.2.2 Most of the responses related to job-related points such as reduced pay (35% of those disadvantaged chose this response), being put on furlough (29%), a delay in promotion or progression (29%), a reduction in hours (21%) or a lost job (18%). However, some referred to other inconveniences such as extra housework (25%), looking after family members more (24%) or extra childcare duties (23%).

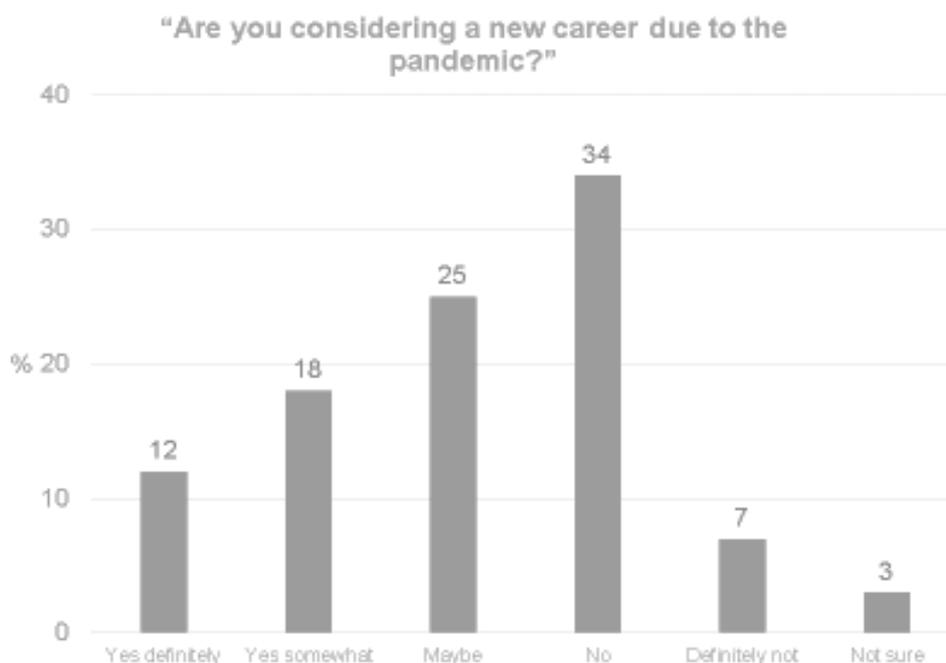


Base: Respondents who have felt disadvantaged by the pandemic (580)

4.5.2.3 As might be expected, those with children in the household were particularly likely to believe that they had been disadvantaged by extra housework (32% chose this response compared with 18% of respondents with no children in the household), looking after family members more (32% compared with 14%) and extra childcare duties (39% compared with 2%).

## 4.5.3 Whether considering a new Career due to the Pandemic

4.5.3.1 Over half the respondents (55%) were giving at least some thought to the possibility of a new career as a result of the pandemic. However, only 12% stated that they had a definite intention to consider a new career.



Base: All respondents (2004)

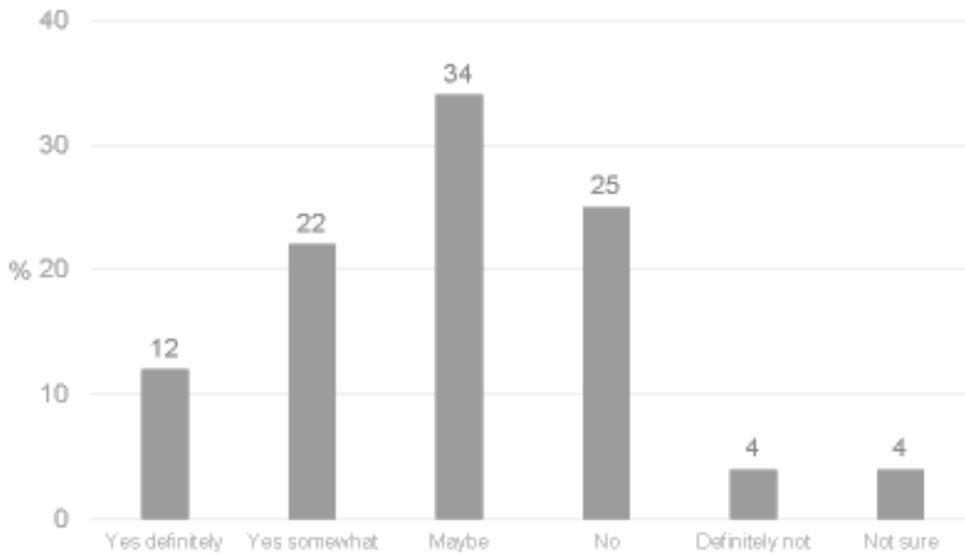
**4.5.3.2** Those most likely to be ‘definitely’ considering a new career were 18-24 year olds (16% of this group were ‘definitely’ considering a new career), those not in full or part time employment (19%), the DE socio-economic group (20%) - many of whom would also belong to the previous group - and those ‘very’ interested in the roles described in Advertisements A and B (21% and 24% respectively). It would seem that the wording of both advertisements appealed to many of those looking for a career change.

#### **4.5.4 Whether Pandemic has made Respondents more likely to consider a new Career or Job they would previously have dismissed**

**4.5.4.1** All respondents were asked whether, as a result of the pandemic, they would now consider a new career or job that they would previously have dismissed.

**4.5.4.2** Two thirds (67%) would give at least some consideration to this possibility. The results to this question are shown below and can be seen to be broadly similar to the responses to the question asking whether a new career was being considered. However, rather more put themselves in the ‘maybe’ category and fewer in the ‘no’ category. This suggests that the great majority of those considering a new career or job would be open to possibilities they would previously have rejected.

**“When thinking about the pandemic, would you consider a new career / job now that you would have previously dismissed?”**



Base: All respondents (2004)

**4.5.4.3** Respondent types most likely to be ‘definitely’ considering a new career or job that they would previously have dismissed were similar to those ‘definitely’ considering a career change at all, further supporting the belief that most of those seeking a career change are prepared to consider a career that they would have dismissed before the pandemic. These groups were 18-24 year olds (15% of this group were ‘definitely’ considering a new career or job that they would previously have dismissed), those not in full or part time employment (16%), the DE socio-economic group (14%) and those ‘very’ interested in the roles described in Advertisements A and B (21% and 29% respectively).

## **Appendix One: Composition of Sample**

Composition of Sample: Age Range		
Age Range	Number of Respondents	%
All respondents	2004	100.0
18-24	288	14.4
25-34	611	30.5
35-44	671	33.5
45-54	434	21.7

Composition of Sample: Region		
Region	Number of Respondents	%
All respondents	2004	100.0
London	214	10.7
South East	360	18.0
East Anglia	121	6.0
South West	154	7.7
East Midlands	160	8.0
West Midlands	206	10.3
Yorkshire/Humberside	192	9.6
North West	211	10.5
North East	95	4.7
Scotland	147	7.3
Wales	106	5.3
Northern Ireland	38	1.9

Composition of Sample: Children under 18 in Household		
Children under 18 in Household	Number of Respondents	%
<b>All respondents</b>	<b>2004</b>	<b>100.0</b>
No children under 18 in household	927	46.3
1 child	556	27.7
2 children	404	20.2
3 children	82	4.1
4 or more children	35	1.7

Composition of Sample: Working Status		
Status	Number of Respondents	%
<b>All respondents</b>	<b>2004</b>	<b>100.0</b>
Employed full time	1370	68.4
Employed part time	569	28.4
In full time education	23	1.1
Unemployed and looking for work	18	0.9
Unemployed but not looking for work	15	0.7
Unable to work due to health reasons	8	0.4
Retired	1	0.0

Composition of Sample: Respondent Socio-Economic Group		
SEG	Number of Respondents	%
All respondents	2004	100.0
AB	747	37.3
C1	742	37.0
C2	430	21.5
DE	79	3.9
Not sure	6	0.3

## Appendix Two: Questionnaire

Thank you for your interest in this survey. We would like to ask you a few questions, which should take up to 10 minutes to complete. All information you give will be kept completely confidential under the Market Research Society Code of Conduct. Results will only ever be reported at a group, not an individual level.

S1 **What is your GENDER?** (Please select one only)

- Male
- Female
- Prefer not to say

S2 **Into which of the following AGE GROUPS do you fall?** (Please select one only)

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or over

S3 **Which REGION in the UK do you LIVE in?**

- South West
- South East
- East Anglia
- West Midlands
- East Midlands
- Yorkshire / Humberside
- North West
- North East
- Scotland
- Wales
- Northern Ireland
- London

A6 **Do you have any children under 18 living in your household? If so, how many?**  
(Please select one only)

- None
- 1
- 2
- 3
- 4 or more

A7 **Please can we take your personal current working status?**

- Employed full time
- Employed part time
- In full time education
- Unemployed and looking for work
- Unemployed but not looking for work
- Unable to work due to health reasons
- Retired

A8 **Which of these OCCUPATIONAL GROUPINGS would you best fit into? Please note if you are retired please choose the group you would have fitted into before you retired.**  
(Please select one only)

- Very senior manager in business or commerce or top level civil servant
- Middle management executives in large organisation, with appropriate qualifications.
- Junior management, owners of small establishments, and all other non-manual positions, plus students.
- Skilled manual workers, and those manual workers with responsibility for other people.
- All semi-skilled and un-skilled manual workers, apprentices and trainees to skilled workers.
- Unemployed, long term sick.
- Not sure

We would like to begin by asking you to read through the following job advert. Please take your time and read it thoroughly.

**Advert A shown**

A1 **Does this seem like a company you would be interested in working for?**

- Not at all interested (1)
- Slightly interested (2)
- Somewhat interested (3)
- Very interested (4)
- Not sure

A2 **Does this seem like a role you would be interested in?**

- Not at all interested (1)
- Slightly interested (2)
- Somewhat interested (3)
- Very interested (4)
- Not sure

A3 **Which of the following made you feel that way?** (Tick all that apply)

- I like the way the job was described
- I think I have the relevant skill set
- I like the sound of the job
- I think I fit the job requirements
- Like the sound of the culture
- I would be excited to try something new
- Other, please specify

Please record your other response here:

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A4 **Does this company seem to value gender, diversity and equality?**

- Definitely not (1)
- Slightly (2)
- Yes, somewhat (3)
- Yes, definitely (4)
- Not sure

A5 **How suited do you think this role would be to:**

	Not suited at all (1)	Partially suited (2)	Suited (3)	So much more suited (4)	Not sure
A woman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A man

We would now like you to read through this second job advert. Please read it carefully it is different from the first advert you viewed.

**Advert B shown**

**B1 Does this seem like a company you would be interested in working for?**

- Not at all interested (1)
- Slightly interested (2)
- Somewhat interested (3)
- Very interested (4)
- Not sure

**B2 Does this seem like a role you would be interested in?**

- Not at all interested (1)
- Slightly interested (2)
- Somewhat interested (3)
- Very interested (4)
- Not sure

**B3 Which of the following made you feel that way? (Tick all that apply)**

- I like the way the job was described
- I think I have the relevant skill set
- I like the sound of the job
- I think I fit the job requirements
- Like the sound of the culture
- I would be excited to try something new
- Other, please specify

Please record your other response here:

B4 **Does this company seem to value gender, diversity and equality?**

- Definitely not (1)
- Slightly (2)
- Yes, somewhat (3)
- Yes, definitely (4)
- Not sure

B5 **How suited do you think this role would be to:**

	Not suited at all (1)	Partially suited (2)	Suited (3)	So much more suited (4)	Not sure
A woman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A man	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 **What might get in the way of you applying for a specific job?**

- The salary
- Poor benefits
- Not enough flexibility
- Not having the right skill set
- The location not being right
- Not having growth & development opportunities
- Not working directly with a team
- Concern about the culture
- Not having a varied job role
- Other, please specify

Please record your other response here:

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Q7 **Which of the following best describes how long on average you would spend thinking about whether you'll apply for a specific job?**

- 1 hour or less
- 2 - 3 hours
- About half a day
- A day
- 2 - 3 days
- 4 days or more

Q8 **How closely do you feel you need to fit the skills profile of a job, before you apply?**

- Less than 50%
- 50 - 59%
- 60 - 69%
- 70 - 79%
- 80 - 89%
- 90 - 99%
- I would feel I have to fit 100%

Q9 **What do you think of when you hear the word 'Engineer'?** (Tick all that apply)

- Higher education
- Highly skilled
- Architecture
- Highly specialised
- Mathematical / Science
- Male dominated
- Manual labour
- Other, please specify

Please record your other response here:

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Q10 **Which, if any, of the following fields would you consider working in?** (Tick all that apply)

- Technology
- Data science
- IT
- Engineering
- Mechanics
- Law
- Medicine
- Architecture
- Armed Forces
- Construction
- Entertainment
- Aeronautics
- Automotive
- None of the above

Q11 **Where do you believe your greatest skills lie?** (Tick all that apply)

- Communication skills
- Working well with other people
- Multitasking
- Being practical
- Teaching
- Being a team player
- Problem solving
- Perseverance
- Motivation
- Ability to work under pressure
- Ability to think critically
- Being organised
- Emotional intelligence / empathy
- Creativity
- Other, please specify

Please record your other response here:

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**Q12 Please answer yes or no to the following questions:**

	Yes	No
I think men make better political leaders than women	<input type="checkbox"/>	<input type="checkbox"/>
I think men make better engineers than women	<input type="checkbox"/>	<input type="checkbox"/>
I think men make better lawyers than women	<input type="checkbox"/>	<input type="checkbox"/>
I think men make better doctors than women	<input type="checkbox"/>	<input type="checkbox"/>
I think men make better data scientists than women	<input type="checkbox"/>	<input type="checkbox"/>
I think men make better IT experts than women	<input type="checkbox"/>	<input type="checkbox"/>
I think men make better mechanics than women	<input type="checkbox"/>	<input type="checkbox"/>
I think men make better Architects than women	<input type="checkbox"/>	<input type="checkbox"/>
I think men make better construction workers than women	<input type="checkbox"/>	<input type="checkbox"/>
I think men make better Aeronautical engineers than women	<input type="checkbox"/>	<input type="checkbox"/>

**C1 Do you feel the pandemic has disadvantaged you in the workplace?**

- Yes
- No
- Not sure
- Not currently in the workplace

**C1a In what ways have you felt disadvantaged? (Tick all that apply)**

- I have extra childcare duties
- I have extra housework now
- I am looking after family members more now
- I have lost my job due to the pandemic
- I have been put on furlough
- My pay has been reduced
- Promotion/progression has been delayed
- My hours have been reduced
- Other, please specify

Please record your other response here:

C2 **Are you considering a new career due to the pandemic?**

- Yes definitely (5)
- Yes somewhat (4)
- Maybe (3)
- No (2)
- Definitely not (1)
- Not sure

C3 **When thinking about the pandemic, would you consider a new career / job now that you would have previously dismissed?**

- Yes definitely (5)
- Yes somewhat (4)
- Maybe (3)
- No (2)
- Definitely not (1)
- Not sure

C4 **You mentioned in our early advert that you might be somewhat or very interested in the job role advertised. Would you like to be provided with some more information so that you can apply for the job if you wish?**

**You are under no obligation to say yes to this and it will not have any effect on your reward for this survey.**

**Please only answer yes if this job would genuinely be of interest to you.**

- Yes
- No

C5 **The Company who the job advert is for is Openreach. Would you be happy for your name and email to be passed to Openreach so they can provide you with more details about the job?**

- Yes
- No

C6 **Please provide your name and email which we will pass to Openreach.**

Name \_\_\_\_\_  
\_\_\_\_\_  
Contact Address      Email \_\_\_\_\_  
\_\_\_\_\_

Thank you for completing our survey.