Typology data pack
Overview

Typology population segments
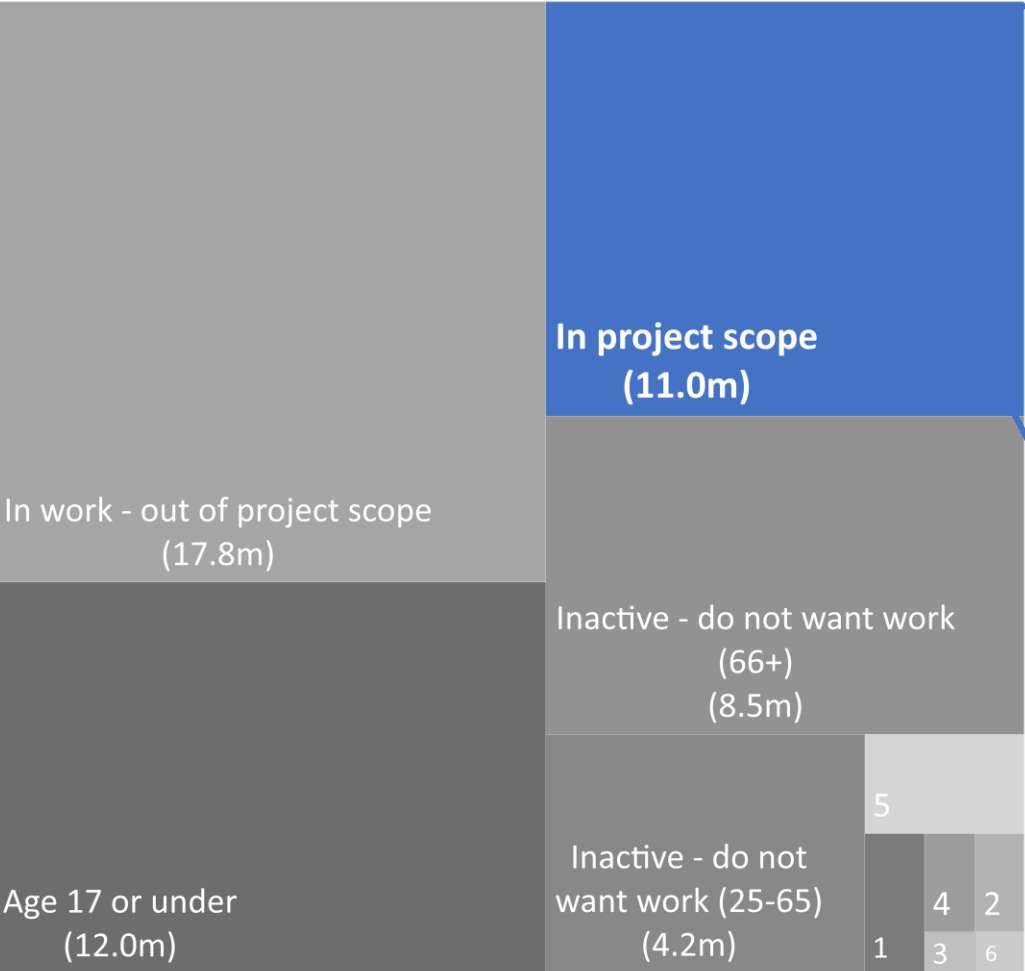
#	Short Name	Description
Potential beneficiary of career guidance: Out of work and would like work		
A	**"Youth NEET"**	Age 18-24 and not in education, employment, or training (NEET) but would like to work in principle
B	**"Home & Family"**	Age 25+ and out of work, available and would like work but not actively seeking work – currently focused on duties at home or with family
C	**"Health Constrained"**	Age 25+ and out of work, available and would like work but not actively seeking work due to health constraints
D	**"Work Interested"**	Age 25+ and out of work, available and would like work but not actively seeking work (all other non-health, non-caring reasons, incl. retired or in education)
E	**"Long-term Unemployed"**	Age 25+ and out of work, has been seeking work for over 6 months and ready to start work within 2 weeks
Potential beneficiary of career guidance: In-work but facing issues		
F	**"Work Changers"**	Age 18+ in work but actively seeking new/additional work or more hours
G	**"Workers at Risk"**	Age 18+ in work but work situation is precarious due to a non-permanent work contract or because their high-level occupation is at risk of automation or decline
H*	**"Very Unhappy at Work"**	Age 18+ in work but very dissatisfied, anxious, or depressed at work or very worried about current finances

NB: Not all segments of potential guidance interest can be well identified with current datasets – please see the main report for segments not covered or currently out of scope, which can be reviewed separately by policy analysts or targeted in future research

* All segments are mutually exclusive except H, which has some overlap with Segments F and G. Survey analysis is used to estimate this level of overlap but cannot be exact. Segments are defined by the likely primary topic/issue that guidance would initially focus on. Most segments align or are adjacent to NCS Priority Groups but adopting a broader scope.
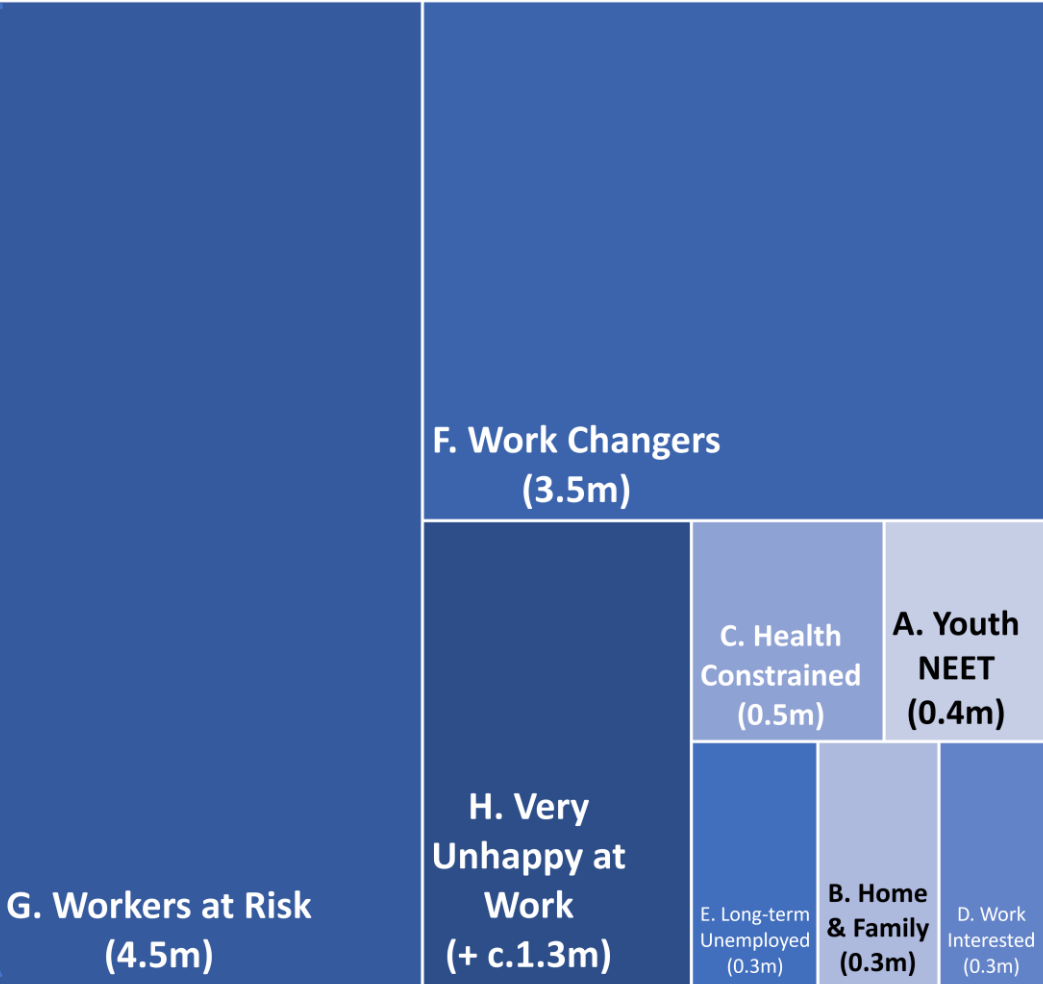
Segment population size

English population (c. 55.6m*)

In work - out of project scope (17.8m)

Age 17 or under (12.0m)

In project scope (11.0m)

Inactive - do not want work (66+) (8.5m)

Inactive - do not want work (25-65) (4.2m)

5

1

4

3

2

6

In-scope segments (c. 11.0m)

F. Work Changers (3.5m)

C. Health Constrained (0.5m)

A. Youth NEET (0.4m)

G. Workers at Risk (4.5m)

H. Very Unhappy at Work (+ c.1.3m)

E. Long-term Unemployed (0.3m)

B. Home & Family (0.3m)

D. Work Interested (0.3m)

* Analysis based on the three-year blended Annual Population Survey, an extension of the Labour Force Survey, which has 348k respondents from 2018-2020 and covers the vast majority of the resident English population. Segment H additionally estimated using UKHLS data, with uncertainty in the estimate for overlap vs segments F and G.

Overview of 14 personas

#	Segment	Persona	Persona one line overview
A	"Youth NEET"	Saul	18-year old man in Luton who left school with no qualifications and has been unemployed for a year – disillusioned with the system and lacks work experience
B	"Home & Family"	Leah	**34-year old woman in Yorkshire with children aged 6 and 3, wants to return to work when youngest goes to school – level 2 qualifications and previous experience in hospitality**
C	"Health Constrained"	Chrissy	46-year old woman in SE England, previously a primary school teacher and SENCO but now on sick leave and unable to stand for long periods of time – needs to find a new career but worried about age and flexibility
D	"Work Interested"	Carlos	**55-year old man in Dudley, recently made redundant from a steel factory – highly stressed about the future, given financial pressures and worries about where he can work**
		Kathryn	56-year old woman in London, took voluntary redundancy from a marketing manager role three years ago but feeling bored and unhappy at work – considering retraining or finding non-executive positions
		Claire	**28-year old woman in Nottingham, started a level 2 apprenticeship but did not complete it – lacks motivation to work but wants a job so she can pay off debts**
E	"LT Unemployed"	Rachel	37-year old woman in Somerset, out of work for eight years due to having children and failed to find work for the last year – level 3 BTEC in Business and customer service experience
F	"Work Changers"	Sam	**23-year old female bar worker in Manchester, lacks work experience and frustrated at struggles to get into marketing/comms work or to find work that uses her degree**
		Marc	49-year old male accountant in rural Surrey, dissatisfied at work – looking for promotion or new challenges; risk averse, with undiagnosed neurodiversity and significant family responsibilities
		Marie	**47-year old woman in Cheltenham, in stable employment as a publishing manager and looking for additional work to diversify her income and pursue new challenges**
G	"Workers at Risk"	Caleb	32-year old male hospital porter in Bradford – feels trapped at work on low income and long hours and wants more time with his family
		Hannah	**22-year old woman in Bristol, self-employed musician but out of work since the pandemic began - no housing/financial stability and reluctant to give up on her music career**
		Tracey	50-year old female temp administrator and receptionist in Newcastle, has a degree in sociology. No specific career plan but wants permanent work and feels capable of higher skilled work
H	"Very Unhappy at Work"	Michael	**25-year old male in full-time employment with a landscaping company in Norfolk – good level 3 qualifications. Unhappy at work and dealing with racism but feels stuck where he is**

Typology data pack
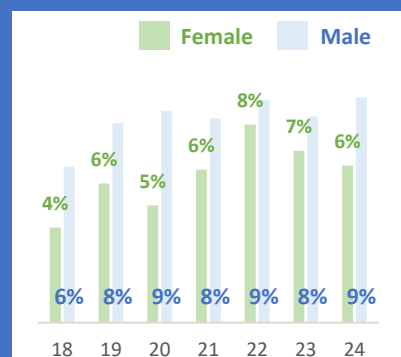## Segment descriptive statistics & personas
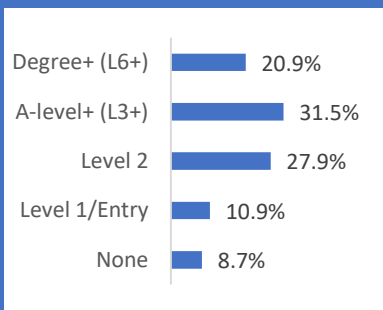
- # of England residents in segment (2018-20, 95% confidence interval): 359k – 404k
- Proportion of English population age 18+: 0.9%
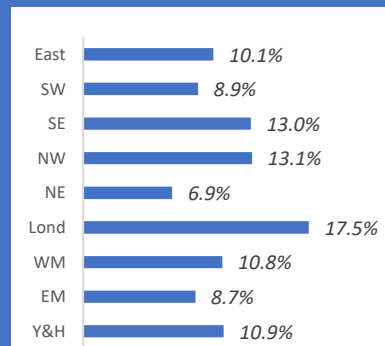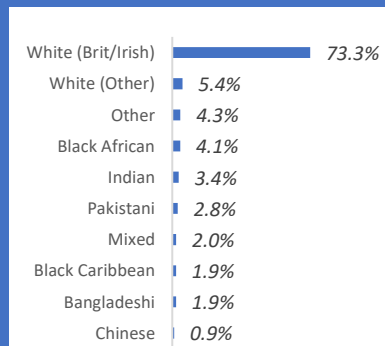- Approximate average annual growth rate (from 2014-2016 to 2018-20): -4%

Age/Sex

Female Male

Age	Female	Male
18	4%	6%
19	6%	8%
20	5%	9%
21	6%	8%
22	8%	9%
23	7%	8%
24	6%	9%

Highest qualification

Degree+ (L6+)	20.9%
A-level+ (L3+)	31.5%
Level 2	27.9%
Level 1/Entry	10.9%
None	8.7%

Region

East	10.1%
SW	8.9%
SE	13.0%
NW	13.1%
NE	6.9%
Lond	17.5%
WM	10.8%
EM	8.7%
Y&H	10.9%

Ethnicity

White (Brit/Irish)	73.3%
White (Other)	5.4%
Other	4.3%
Black African	4.1%
Indian	3.4%
Pakistani	2.8%
Mixed	2.0%
Black Caribbean	1.9%
Bangladeshi	1.9%
Chinese	0.9%

Economic Activity

Current status

ILO unemployed (avail, seeking)	67.8%
Want work but caring for home/family	8.0%
Want work but temp. sick	7.9%
Want work but not seeking (no reason)	4.2%
Want work but not seeking (think no jobs)	3.3%
Seeking work but not avail within 2 weeks	2.7%
Want work but not seeking (busy studying))	2.1%
Other	4.0%

Of the c.70: How long seeking work?

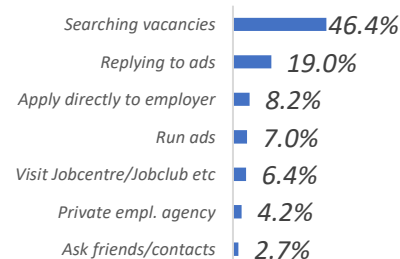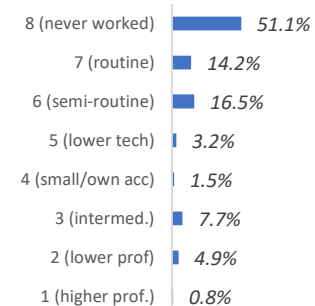|	
< 1 mnth	16.9%
1-6 mnths	47.1%
6-12 mnths	15.4%
12-24 mnths	13.2%
24-36 mnths	4.6%
37+ mnths	2.8%

Detailed highest qualification – Top 80%

- **18%** O-level, GCSE grade A*-C or equivalent
- **17%** First degree/foundation degree
- **15%** A-level / AS-level or equivalent
- **8%** No qualifications
- **6%** OND/ONC/BTEC/SCOTVEC National etc
- **6%** NVQ level 2 or equivalent
- **5%** CSE below grade 1, GCSE below grade C
- **4%** NVQ level 3
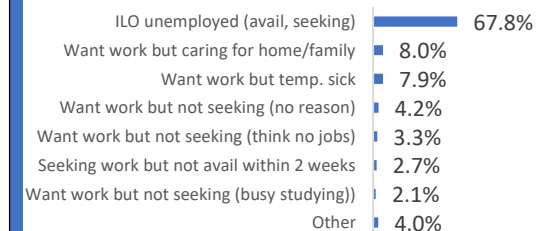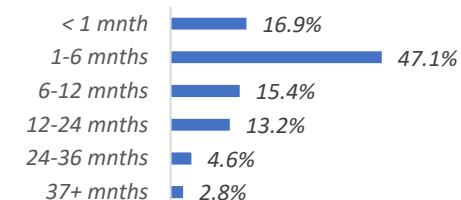
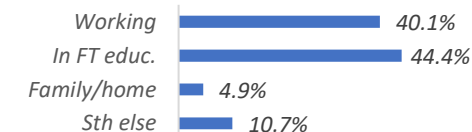## Main job search method
(of the c. 70% looking)

Searching vacancies	*46.4%*
Replying to ads	*19.0%*
Apply directly to employer	*8.2%*
Run ads	*7.0%*
Visit Jobcentre/Jobclub etc	*6.4%*
Private empl. agency	*4.2%*
Ask friends/contacts	*2.7%*

NS-SEC

8 (never worked)	51.1%
7 (routine)	14.2%
6 (semi-routine)	16.5%
5 (lower tech)	3.2%
4 (small/own acc)	1.5%
3 (intermed.)	7.7%
2 (lower prof)	4.9%
1 (higher prof.)	0.8%

Of the c.70: Activity before seeking work?

Working	*40.1%*
In FT educ.	*44.4%*
Family/home	*4.9%*
Sth else	*10.7%*

- *Of c.70% looking, c.1% want SE*
- **30% on 1+ benefit from income support, UC, tax credits, or housing/council tax**

See Appendix 2 for definitions. Except for italicised text, all group size %s can be multiplied by the segment population size to estimate the number of people in that situation. Percentages may not sum due to 100% due to non-responses or rounding

Saul, 18 years old

NCS User Segment: "Career Starter"
Typology Segment: "A: Youth NEET"
(Age 18-24 and Not in Education, Employment, or Training)

"There's no point in even looking for a job – there's nothing out there for someone like me."

1. Current activity

- Unemployed for 1 year.
- Started a Traineeship age 17 but left it after a month. No work experience.
- Not currently searching for work. Avoids the job centre so fears benefits will be cut.
- Currently in receipt of Universal Credits.

2. Skills & interests

- Left school with no qualifications. Started Functional Skills Maths and English Functional Skills via Traineeship, but did not complete.
- Fixes his phone / other electronics, and known for this by his friends.
- Creates videos on Tik-Tok with a growing number of followers.

3. Background situation

- Male
- Luton. Non-driver but good access to urban areas by public transport.
- Lives with Mother who has disabilities.

4. Career planning so far

- Lacks motivation for seeking training or work.
- Community sentence order following a conviction required him to attend training. Started a Traineeship but 'it was just like school' and so left prematurely.
- Job Centre trying to support him onto a course or into work, but does not attend appointments.
- Received 1 career guidance appointment with a careers adviser and attended 2 mandatory employability workshops as part of Youth Rehabilitation Order. Further support offered but not taken.
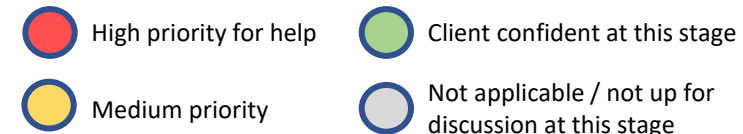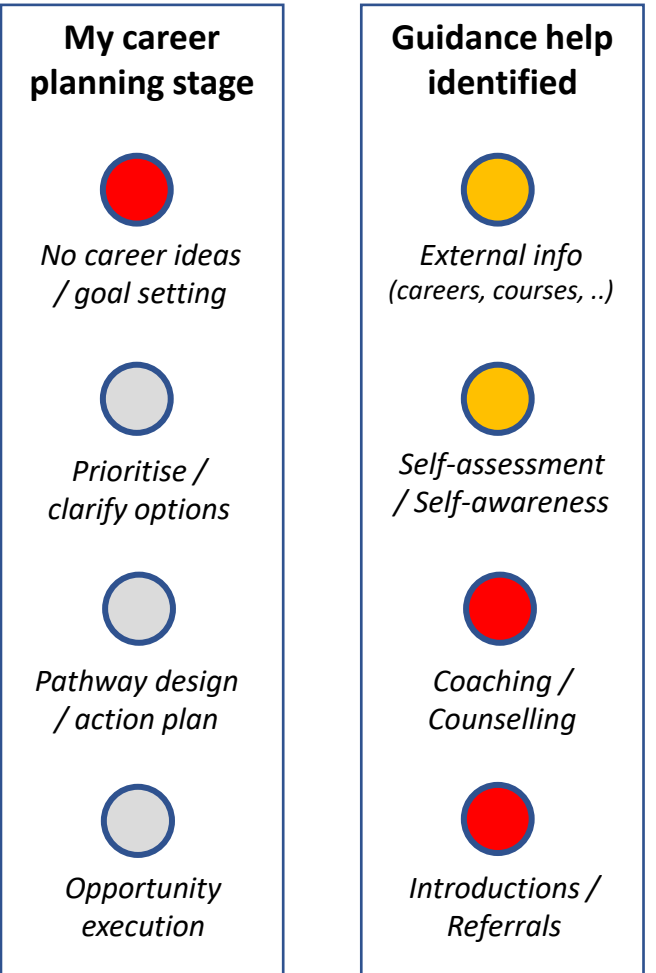
5. Career barriers

- Criminal record following theft & criminal damage charges.
- Alcohol and substance misuse increasing and this creates further apathy towards future.
- Limited IT skills (social media only).
- Dependant on Mother for housing (social housing); relationship very unstable. No contact with Father.
- Lack of financial and emotional support.

6. Career mindset

- Disillusioned with system. Apathy and severe pessimism about his future. Lacks confidence to ask for support or make changes in his life.

Initial needs assessment results
(if were to access guidance)

My career planning stage
- 🔴 *No career ideas / goal setting*
- ⚪ *Prioritise / clarify options*
- ⚪ *Pathway design / action plan*
- ⚪ *Opportunity execution*

Guidance help identified
- 🟡 *External info (careers, courses, ..)*
- 🟡 *Self-assessment / Self-awareness*
- 🔴 *Coaching / Counselling*
- 🔴 *Introductions / Referrals*

🔴 High priority for help
🟢 Client confident at this stage
🟡 Medium priority
⚪ Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions

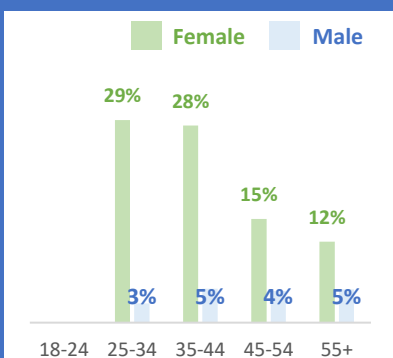# Segment: B. Age 25+ out of work, available & would like work but not actively seeking work (because looking after home or family)
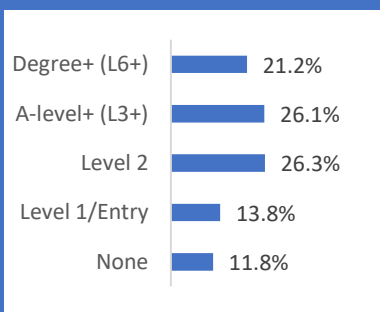
B: "Home & Family" [0.3m]
Personas: Leah

- # of England residents in segment (2018-20, 95% confidence interval): 300k – 334k
- Proportion of English population age 18+: 0.7%
- Approximate average annual growth rate (from 2014-2016 to 2018-20): -7%
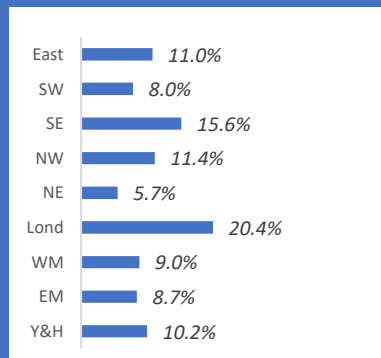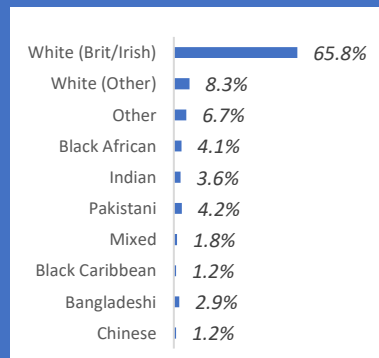
Current Activity

When left last job

< 6 mnths	4.7%
6-12 mnths	5.1%
12-24 mnths	10.8%
24-36 mnths	9.9%
37+ mnths	57.2%
Never had a job	11.6%

Age/Sex

Female, Male

Age	Female	Male
18-24		
25-34	29%	3%
35-44	28%	5%
45-54	15%	4%
55+	12%	5%

Highest qualification

Degree+ (L6+)	21.2%
A-level+ (L3+)	26.1%
Level 2	26.3%
Level 1/Entry	13.8%
None	11.8%

Region

East	11.0%
SW	8.0%
SE	15.6%
NW	11.4%
NE	5.7%
Lond	20.4%
WM	9.0%
EM	8.7%
Y&H	10.2%

Ethnicity

White (Brit/Irish)	65.8%
White (Other)	8.3%
Other	6.7%
Black African	4.1%
Indian	3.6%
Pakistani	4.2%
Mixed	1.8%
Black Caribbean	1.2%
Bangladeshi	2.9%
Chinese	1.2%

- **19% work-limiting disabled (a further 5% DDA disabled)**
- **30% say a health problem limits their activity a little or a lot**
- **5% currently on a course (2.3% PT university; 1.3% FT university)**
- **10% managerial or foreman in last job**
- **51% on 1+ benefit from income support, UC, tax credits, or housing/council tax**

Detailed highest qualification – Top 80%

- 16% O-level, GCSE grade A*-C or equivalent
- 14% First degree/foundation degree
- 12% No qualifications
- 9% NVQ level 2 or equivalent
- 8% NVQ level 3
- 7% Other qualification
- 7% Higher degree
- 6% A-level or equivalent
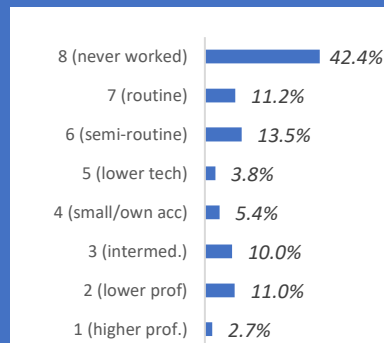- 3% CSE below grade 1, GCSE below grade C

Last job - Top sectors

- 11% Health
- 9% Retail/wholesale
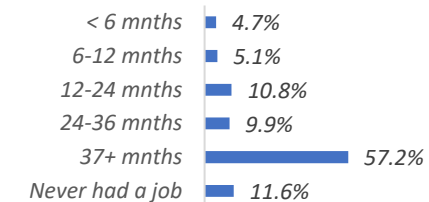- 7% Transport/storage
- 6% Education

Top occupations

- 7% caring personal serv.
- 6% elementary serv. nec
- 5% sales assist./cashier

NS-SEC

8 (never worked)	42.4%
7 (routine)	11.2%
6 (semi-routine)	13.5%
5 (lower tech)	3.8%
4 (small/own acc)	5.4%
3 (intermed.)	10.0%
2 (lower prof.)	11.0%
1 (higher prof.)	2.7%

See Appendix 2 for definitions. Except for italicised text, all group size %s can be multiplied by the segment population size to estimate the number of people in that situation. Percentages may not sum due to 100% due to non-responses or rounding

Leah, 34 years old

DWP User Segment: "4. Home Focused"
Typology Segment: "B: Home & Family"
(Age 25+ and out of work, would like work but not actively seeking work - because looking after home or family)

"It's scary thinking about going back to work, but I want a better life for my kids. I need something that works around my children and I don't know if that's even possible."

1. Current activity

- Unemployed since having children. Volunteers at local playgroup.
- In receipt of Universal Credits for past 5 years. Social housing.
- Not currently searching for jobs or training, but starting to think about what might be possible in a year's time.

2. Skills & interests

- Hospitality & Catering Level 2. 6 GCSEs including English. Nail Technician Certificate.
- 7 years' previous experience cooking and serving food in pubs and restaurants.
- Good at nail art and does this for friends and family.
- Looks after her friend's child 2 mornings a week.

3. Background situation

- Female
- Lives in Yorkshire, some access to urban areas via public transport. Unwilling to relocate.
- Single parent of 2 children age 6 & 3.

4. Career planning so far

- A desire to return to work when youngest child starts primary school in 12 months. Wants to earn more money, come off benefits, and be a role model for her children.
- Finding it hard to think about what jobs she could do around her children and does not want to return to working in catering & hospitality due to the hours.
- Has not yet accessed any career guidance support.
- Might come into guidance through ringing an NCS helpline after seeing an advert on Facebook, or through Job Centre.
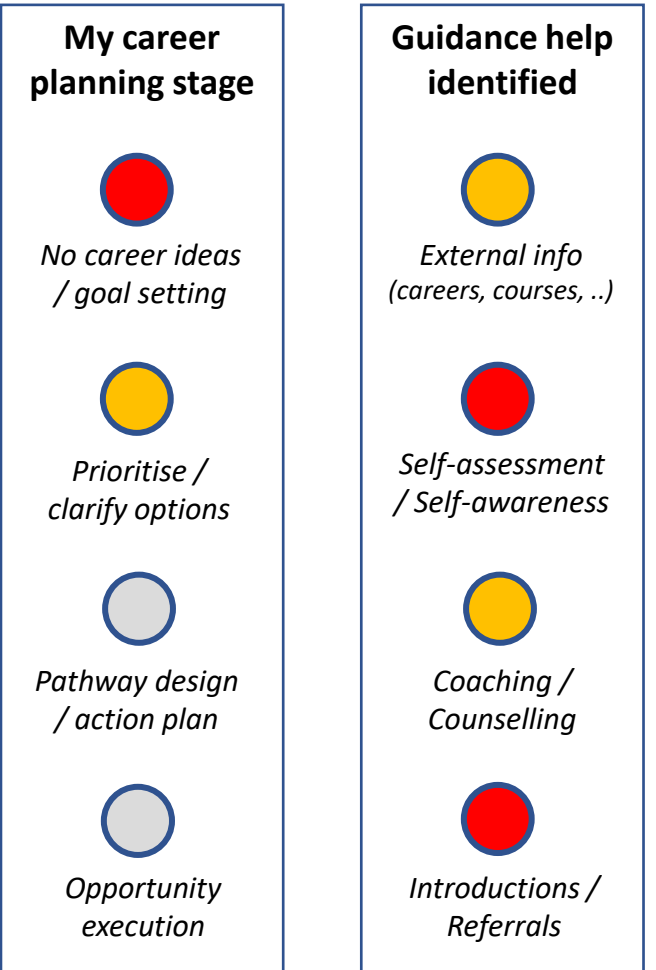
5. Career barriers

- Single parent with no current childcare support - needs a flexible job with hours to fit around the school day.
- Does not have a computer.
- Seeking a change of sector and may lack relevant qualifications and experience. Open to retraining.
- Financial concerns include cost of childcare and training courses, fearing will be worse off than current situation.
- Worried about not keeping her current social housing if she goes back to work.

6. Career mindset

- Low confidence in her abilities. Overwhelmed when thinks about options and finding it hard to make decisions about the future.

Initial needs assessment results
(if were to access guidance)

My career planning stage	Guidance help identified
🔴 *No career ideas / goal setting*	🟡 *External info (careers, courses, ..)*
🟡 *Prioritise / clarify options*	🔴 *Self-assessment / Self-awareness*
⚪ *Pathway design / action plan*	🟡 *Coaching / Counselling*
⚪ *Opportunity execution*	🔴 *Introductions / Referrals*

🔴 High priority for help   🟢 Client confident at this stage

🟡 Medium priority   ⚪ Not applicable / not up for discussion at this stage

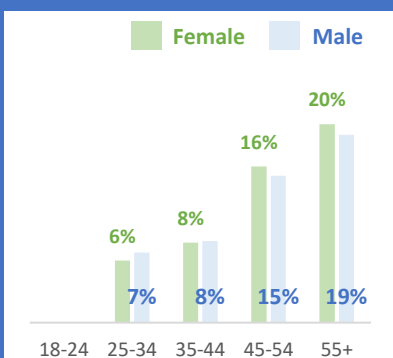*See Appendix 1 for explanation and definitions*
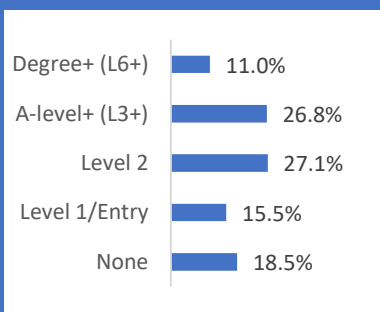
C: "Health Constrained" [0.5m]
Personas: Chrissy

- # of England residents in segment (2018-20, 95% confidence interval): 434k – 473k
- Proportion of English population age 18+: 1.0%
- Approximate average annual growth rate (from 2014-2016 to 2018-20): -6%
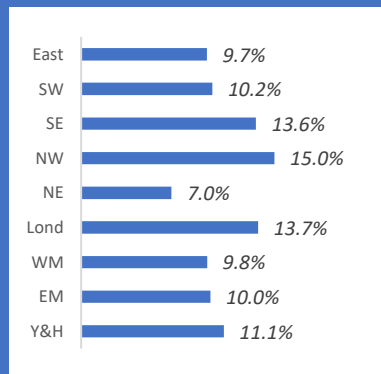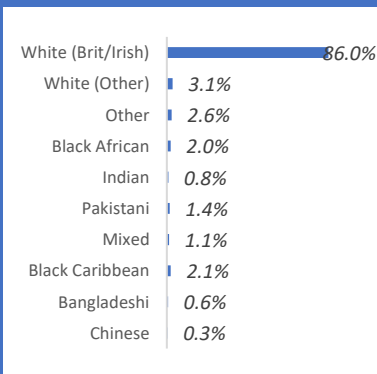
Current Activity

When left last job

< 6 mnths	4.3%
6-12 mnths	4.3%
12-24 mnths	7.9%
24-36 mnths	6.3%
37+ mnths	67.3%
Never had a job	8.6%

- **2% currently on a course (0.8% university)**
- **12% managerial or foreman in last job**
- **57% on 1+ benefit from income support, UC, tax credits, or housing/council tax**

Age/Sex

Female Male

	Female	Male
18-24		
25-34	6%	7%
35-44	8%	8%
45-54	16%	15%
55+	20%	19%

Highest qualification

Degree+ (L6+)	11.0%
A-level+ (L3+)	26.8%
Level 2	27.1%
Level 1/Entry	15.5%
None	18.5%

Region

East	9.7%
SW	10.2%
SE	13.6%
NW	15.0%
NE	7.0%
Lond	13.7%
WM	9.8%
EM	10.0%
Y&H	11.1%

Ethnicity

White (Brit/Irish)	86.0%
White (Other)	3.1%
Other	2.6%
Black African	2.0%
Indian	0.8%
Pakistani	1.4%
Mixed	1.1%
Black Caribbean	2.1%
Bangladeshi	0.6%
Chinese	0.3%

Detailed highest qualification – Top 80%

- 19% O-level, GCSE grade A*-C or equivalent
- 19% No qualifications
- 8% First degree/foundation degree
- 7% Other qualification
- 7% NVQ level 3
- 6% NVQ level 2 or equivalent
- 6% CSE below grade 1, GCSE below grade C
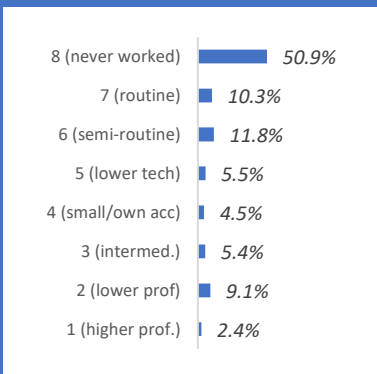- 5% A-level or equivalent
- 4% Trade apprenticeship

Last job - Top sectors

- 9% Retail/wholesale
- 8% Health
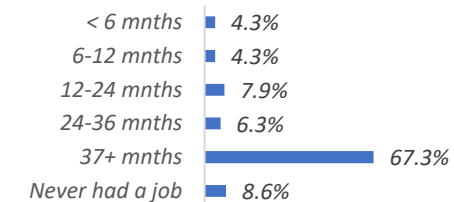- 6% Manufacturing
- 5% Transport/storage

Top occupations

- 5% caring personal serv.
- 4% sales assist./cashier
- 3% road transport driver

NS-SEC

8 (never worked)	50.9%
7 (routine)	10.3%
6 (semi-routine)	11.8%
5 (lower tech)	5.5%
4 (small/own acc)	4.5%
3 (intermed.)	5.4%
2 (lower prof)	9.1%
1 (higher prof.)	2.4%

See Appendix 2 for definitions. Except for italicised text, all group size %s can be multiplied by the segment population size to estimate the number of people in that situation. Percentages may not sum due to 100% due to non-responses or rounding

Chrissy, 46 years old

NCS User Segment: "Career Changer"
Typology Segment: "C: Health Constrained"
(Age 25+ and out of work, would like work but not actively seeking work - due to health constraints)

"I know I've got got some valuable skills but I have no idea how I can use them in a career that meets my needs."

1. Current activity

- On sick leave from a school where she worked as a teacher for 6 years. Her sick leave/pay ends in 2 months when she will no longer be employed.
- Support from HR at council and Teaching Union to understand her rights around sick pay.
- Just started looking for jobs but finding it hard to identify suitable options.

2. Skills & interests

- English degree (2:1) and PGCE. Trained in SEND and was SENCO lead at her primary school.
- Prior to working in teaching, had experience in marketing and PR. After starting a family, worked in offices doing part-time admin and bookkeeping to fit around childcare.
- Loves reading and creative writing in spare time.

3. Background situation

- Female
- Lives in a market town in South East England, with good access to London and other urban areas
- 2 children aged 12-15, one of whom has ADHD and needs greater support. Regularly sees Mother aged who is needing increased levels of help.

4. Career planning so far

- Sick pay and employment comes to an end soon and needs to find a new career that she can do that allows her to work from home most of the time.
- Has no specific career ideas, although has thought about using her writing skills.
- During her sick leave she used a free psychometric tool to identify her strengths and had a free initial careers session with a career coach. Now wants further support.
- Open to paying for coaching with a private career coach if finds a good recommendation.
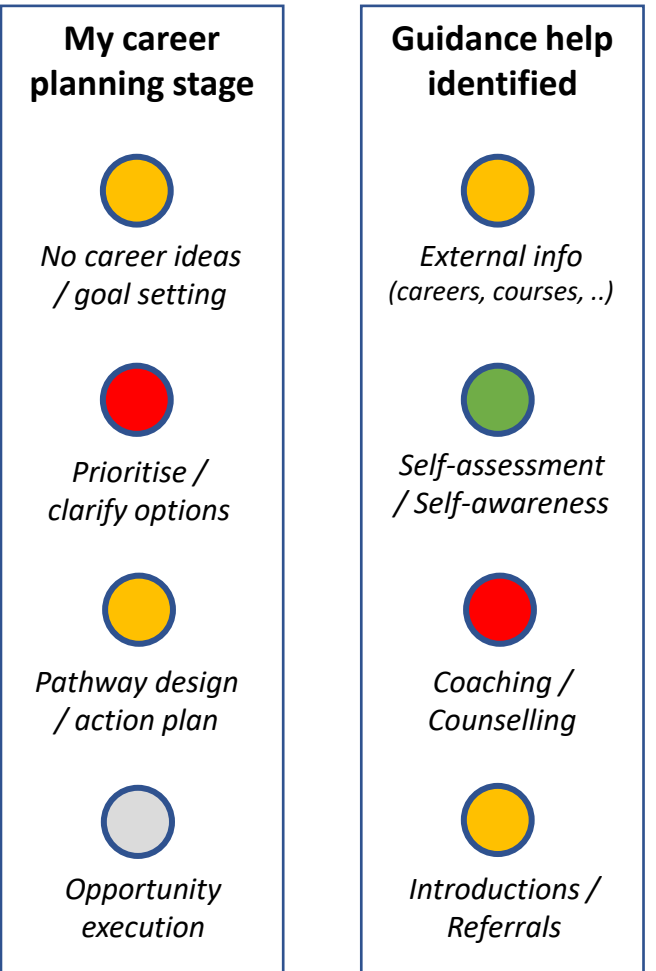
5. Career barriers

- Long-term and permanent health condition means she cannot stand for long periods, is unable to drive and is seeking work she can do from home.
- Also wants flexible work so she can fit around her children and Mother's needs.
- Feels that age is a barrier to starting something new.
- Has a strong network but her friends are mostly high level professionals and that they don't understand her situation.

6. Career mindset

- Low confidence due to long-term sick leave. Feels isolated.
- Is prepared to do what it takes to make changes to find work that meets her needs.

Initial needs assessment results
(if were to access guidance)

My career planning stage	Guidance help identified
🟡 No career ideas / goal setting	🟡 External info (careers, courses, ..)
🔴 Prioritise / clarify options	🟢 Self-assessment / Self-awareness
🟡 Pathway design / action plan	🔴 Coaching / Counselling
⚪ Opportunity execution	🟡 Introductions / Referrals

🔴 High priority for help   🟢 Client confident at this stage

🟡 Medium priority   ⚪ Not applicable / not up for discussion at this stage
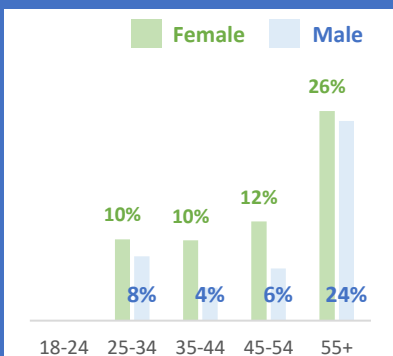
See Appendix 1 for explanation and definitions

Segment: D. Age 25+ out of work, available & would like work but not actively seeking work (all other non-health, non-family reasons, incl. retired or in education)
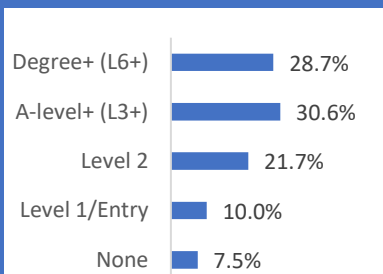
D: "Work Interested" [0.3m]
Personas: Carlos, Kathryn, Claire

- # of England residents in segment (2018-20, 95% confidence interval): 261k – 295k
- Proportion of English population age 18+: 0.6%
- Approximate average annual growth rate (from 2014-2016 to 2018-20): -4%
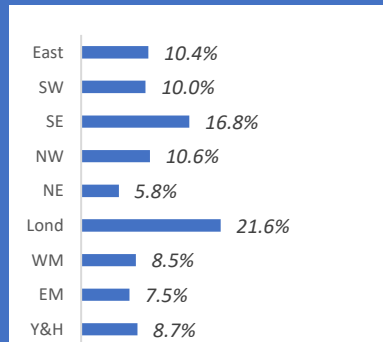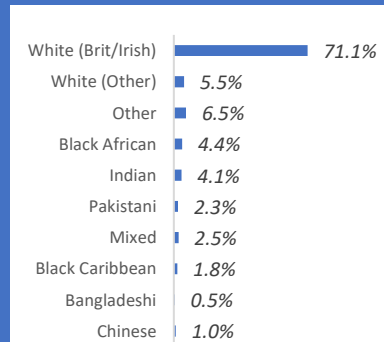
Current Activity

Primary reason for not seeking work

No reason given	35.4%
Believe no job avail	26.6%
Retired	17.0%
Wd like (no need)	10.7%
Student	10.3%

Age/Sex

Female   Male

Age	Female	Male
18-24		
25-34	10%	8%
35-44	10%	4%
45-54	12%	6%
55+	26%	24%

Highest qualification

Degree+ (L6+)	28.7%
A-level+ (L3+)	30.6%
Level 2	21.7%
Level 1/Entry	10.0%
None	7.5%

Region

East	10.4%
SW	10.0%
SE	16.8%
NW	10.6%
NE	5.8%
Lond	21.6%
WM	8.5%
EM	7.5%
Y&H	8.7%

Ethnicity

White (Brit/Irish)	71.1%
White (Other)	5.5%
Other	6.5%
Black African	4.4%
Indian	4.1%
Pakistani	2.3%
Mixed	2.5%
Black Caribbean	1.8%
Bangladeshi	0.5%
Chinese	1.0%

When left last job

< 6 mnths	15.9%
6-12 mnths	10.2%
12-24 mnths	15.2%
24-36 mnths	8.9%
37+ mnths	42.0%
Never had a job	6.7%

Detailed highest qualification – Top 80%

- 17% O-level, GCSE grade A*-C or equivalent
- 16% First degree/foundation degree
- 11% Higher degree
- 8% No qualifications
- 7% A-level or equivalent
- 6% Other qualification
- 5% NVQ level 3
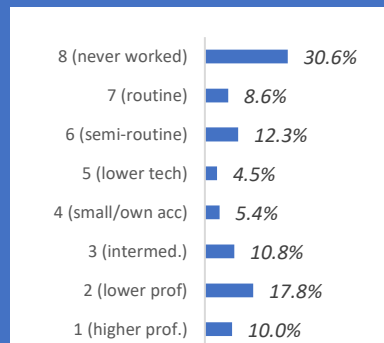- 4% Trade apprenticeship
- 4% HNC/HND/BTEC higher etc

Last job - Top sectors

- 14% Health
- 11% Wholesale/retail
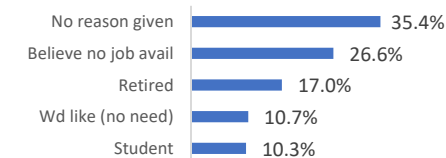- 9% Education
- 7% Manufacturing

Top occupations

- 6% caring personal serv.
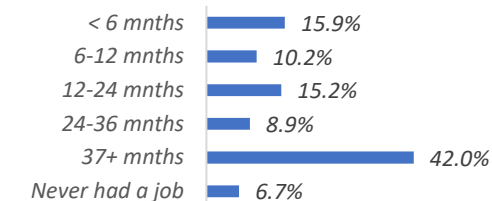- 5% teaching/education
- 4% sales assist./cashier

NS-SEC

8 (never worked)	30.6%
7 (routine)	8.6%
6 (semi-routine)	12.3%
5 (lower tech)	4.5%
4 (small/own acc)	5.4%
3 (intermed.)	10.8%
2 (lower prof)	17.8%
1 (higher prof.)	10.0%

- **32% have a health problem that limits activity (18% work limiting)**

- **12% on a course (7% FT university 2% PT university)**

- **22% manager/foreman in last job**

- **19% on 1+ benefit from income support, UC, tax credits, or housing/council tax**

See Appendix 2 for definitions. Except for italicised text, all group size %s can be multiplied by the segment population size to estimate the number of people in that situation. Percentages may not sum due to 100% due to non-responses or rounding

Carlos, 55 years old

NCS User Segment: "Career Changer"
Typology Segment: "D: Work Interested"

(Age 25+ and out of work, would like work but not actively seeking work - all other non-health, non-family reasons, incl. retired or in education)

"Help! I need to work but there are no jobs I can do in my area and I'm too old to retrain."

1. Current activity

- Recently made redundant from job as a steel Fabricator, where he worked for 32 years.
- Currently applying for Job Seekers Allowance.
- Started job search through the Job Centre and outplacement support services. Few opportunities available that he feels he could apply for.

2. Skills & interests

- City & Guilds Manufacturing Operations Level 2.
- Only experience is in steel factory, where he has done manual and physical tasks, including setting and operating machinery. Gained supervisory experience in more recent years.
- Interest in cars and enjoys fixing his own car.

3. Background situation

- Male
- Lives Dudley, West Midlands. Some access to urban areas, but reluctant to travel far.
- Wife has disabilities and unable to work. Adult child lives at home and helps care for her Mum.

4. Career planning so far

- Desperate to find work as cannot afford to retire.
- Big decline in steel industry in area, with his plant closing down in next 12 months, so needs to change industry.
- Not currently considering any other options as still processing implications of redundancy.
- Never received career support before, but recently signed up for outplacement offered through HR and in process of being allocated a job coach through the Job Centre.
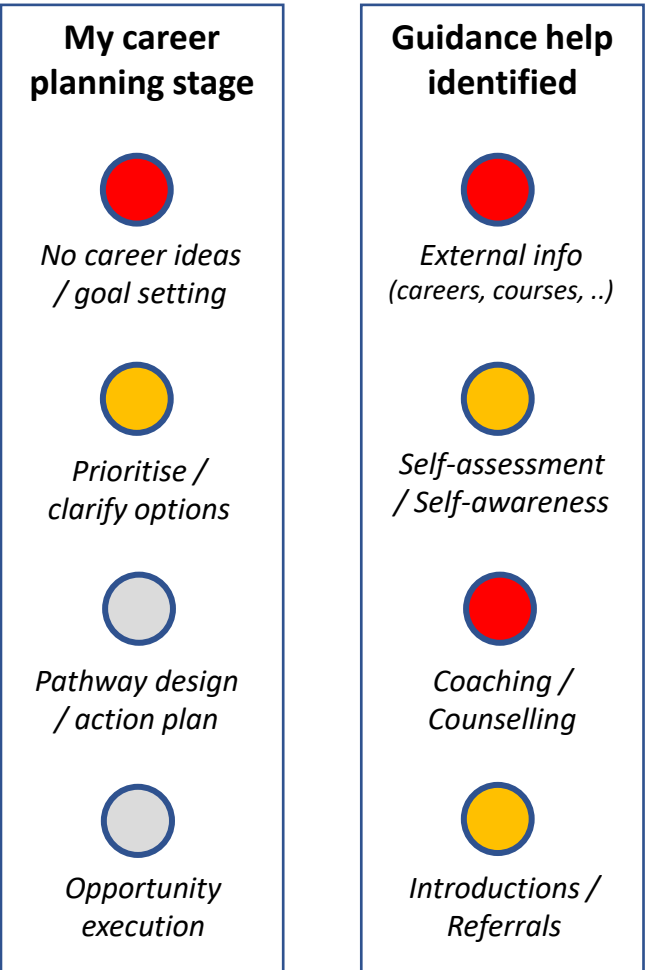
5. Career barriers

- Financial worries as needs to maintain same level of income and unable to retire on current small pension. Sole income earner and mortgage not yet paid off so worried will lose the house.
- Low level IT skills and literacy skills. Feels unable to learn new skills at his age and life stage.
- Limited network or family support.
- Rarely travels outside of area, so reluctant to move or commute too far. Limited jobs in his area.

6. Career mindset

- Highly stressed about the future. Shock of redundancy is causing panic and inability to think clearly or make decisions. Risk aversion to trying new things. Feels alone.

Initial needs assessment results
(if were to access guidance)

My career planning stage	Guidance help identified
🔴 No career ideas / goal setting	🔴 External info (careers, courses, ..)
🟡 Prioritise / clarify options	🟡 Self-assessment / Self-awareness
⚪ Pathway design / action plan	🔴 Coaching / Counselling
⚪ Opportunity execution	🟡 Introductions / Referrals

🔴 High priority for help   🟢 Client confident at this stage

🟡 Medium priority   ⚪ Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions

13

Kathryn, 56 years old

NCS User Segment: "Career Returner" (new)
Typology Segment: "D: Work Interested"
(Age 25+ and out of work, would like work but not actively seeking work - all other non-health, non-family reasons, incl. retired or in education)

"I'm so bored at home - my life has no purpose now that my children have left home. I want something more exciting but I'm not sure where to start."

1. Current activity
- Took voluntary redundancy and early retirement 3 years ago from her marketing management role.
- Increasingly dissatisfied out of the workplace and considering returning to work or volunteering.
- Private pension.
- Not currently searching for work. Starting to develop her network and looking at course options.

2. Skills & interests
- Degree in Business/Management (2:1) and CIM Marketing Diploma.
- Marketing experience gained mostly in higher education sector, within private and international universities. Experience in student recruitment, team management and training. Reached director level with a previous employer.
- Has lived and worked in 8 countries. Enjoys travel.

3. Background situation
- Female
- Lives London, with flexibility to work anywhere.
- Lives with husband who is in full-time employment and often works overseas. 3 adult children who have all left home and are independent.

4. Career planning so far
- Feels bored at home and not using her capabilities. Retirement isn't what she thought it would be.
- Considering a Non-Executive Director position. Also thinking about whether to retrain in something like HR or Coaching.
- Has no specific plan, but started to work on Linkedin profile and connect with previous colleagues.
- Has not accessed any career guidance support. May seek out support from a private coach in the future, perhaps through a recommendation from someone in her network.
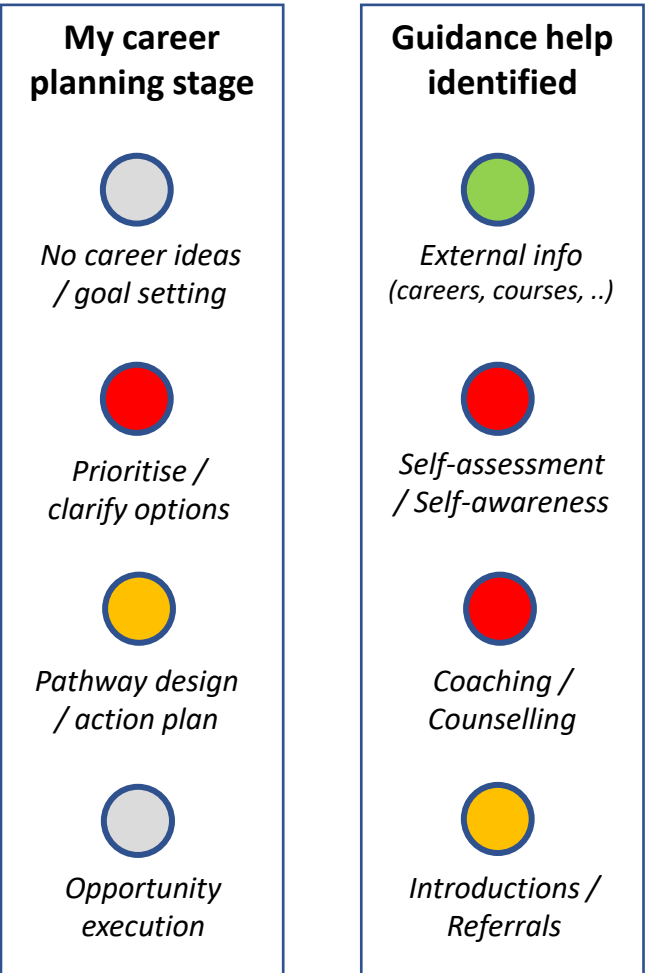
5. Career barriers
- Mental health starting to suffer due to 'empty nest' and lack of purpose in her life. Relationship with husband becoming strained.
- Network and skills becoming 'out of date' the longer she is out of work and worries she will lack relevance in the workplace.

6. Career mindset
- Feels alone at home and bored.
- Declining levels of confidence and identity since retiring.

Initial needs assessment results
(if were to access guidance)

My career planning stage	Guidance help identified
⚪ No career ideas / goal setting	🟢 External info (careers, courses, ..)
🔴 Prioritise / clarify options	🔴 Self-assessment / Self-awareness
🟡 Pathway design / action plan	🔴 Coaching / Counselling
⚪ Opportunity execution	🟡 Introductions / Referrals

🔴 High priority for help   🟢 Client confident at this stage
🟡 Medium priority   ⚪ Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions

Claire, 28 years old

DWP User Segment: "8. Unmotivated"
Typology Segment: "D: Work Interested"
(Age 25+ and out of work, would like work but not actively seeking work - all other non-health, non-family reasons, incl. retired or in education)

"I need more money to pay off my debts, but there are no decent jobs around here that I could do. I'm better off staying as I am."

Initial needs assessment results
(if were to access guidance)

1. Current activity
- Long-term unemployed. Not worked since leaving apprenticeship.
- In receipt of Universal Credit and council housing.
- Attends essential appointments with Job Coach at Job Centre but is not proactively searching for work.

2. Skills & interests
- 4 GCSEs grades C including Maths.
- ADHD diagnosis from school, kept under control with small medication dosages (no therapy).
- Started Level 2 Hairdressing apprenticeship after school, but did not complete it.
- Enjoys styling and dying hair for friends and family, which she gets a small amount of money for.

3. Background situation
- Female
- Lives outskirts of Nottingham. Does not drive. Reliant on public transport which isn't great in her area. Unwilling to relocate.
- Lives with boyfriend who is also unemployed.

4. Career planning so far
- Wants a job so that she can pay off debts, but can't see how this is possible in her situation.
- She loved hairdressing but had a bad experience with the salon on an apprenticeship which has put her off.
- Not currently considering any particular options and lacks any ideas about what she could do whilst still keeping her flat and benefits.
- Has accessed support from her Job Coach, but the jobs he suggests are of no interest as they are short term. Attends the meetings so she can keep her benefits.
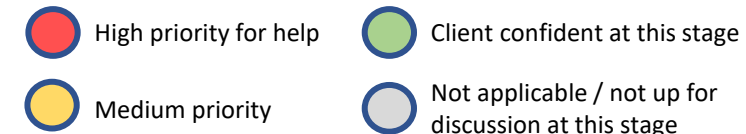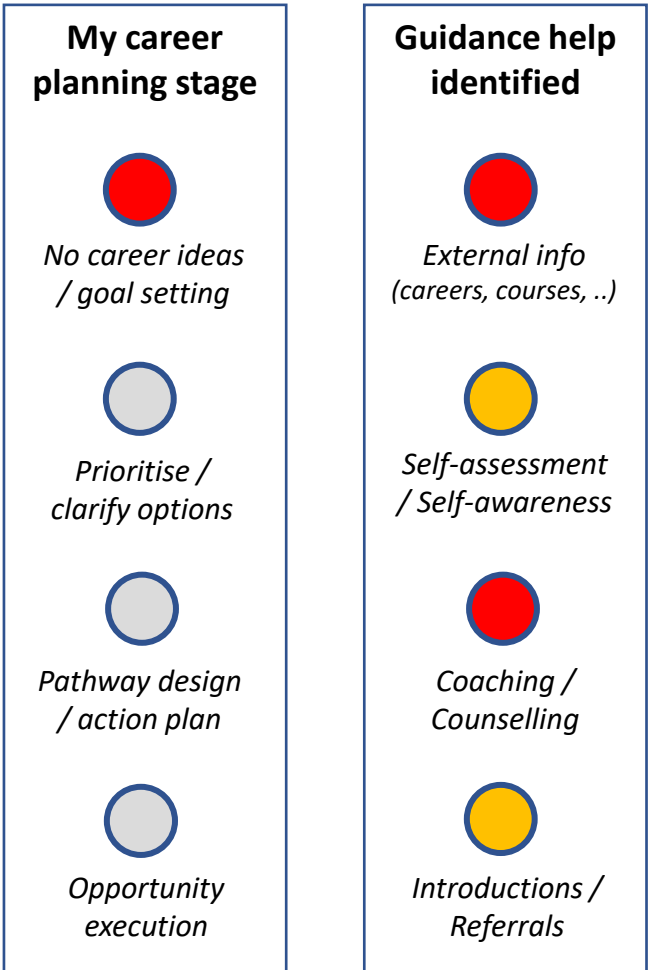
5. Career barriers
- Lack of work-related qualifications. No recent work experience so also lacks work-related skills.
- Financial concerns, with rising levels of debt. Sometimes misses rent payments so concerned will lose her flat.
- High rates of unemployment in her locality, with most of her friends and family also unemployed. Lack of positive role models.
- Accessing public transport for city centre is seen as a barrier due to cost and time.

6. Career mindset
- Lacks any real motivation to work. Risk averse to trying something new. Pessimism about the future.

My career planning stage	Guidance help identified
🔴 *No career ideas / goal setting*	🔴 *External info (careers, courses, ..)*
⚪ *Prioritise / clarify options*	🟡 *Self-assessment / Self-awareness*
⚪ *Pathway design / action plan*	🔴 *Coaching / Counselling*
⚪ *Opportunity execution*	🟡 *Introductions / Referrals*

🔴 High priority for help   🟢 Client confident at this stage
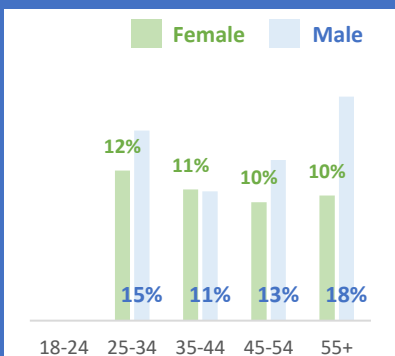
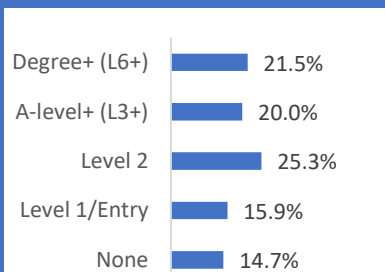🟡 Medium priority   ⚪ Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions

- # of England residents in segment (2018-20, 95% confidence interval):   312k – 350k
- Proportion of English population age 18+:   0.8%
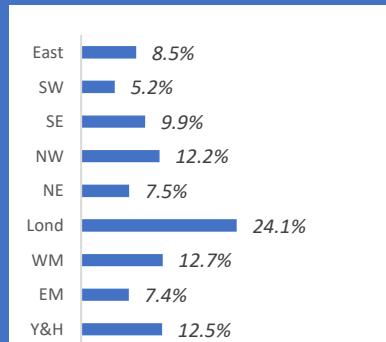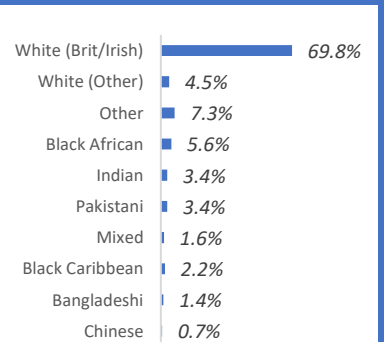- Approximate average annual growth rate (from 2014-2016 to 2018-20):   -9%

Economic Activity

How long looking for work?

6-12 mnths	30.3%
12-24 mnths	25.8%
24-36 mnths	12.4%
3-4 years	10.6%
5+ years	17.4%

Age/Sex

Female Male

Age	Female	Male
18-24		
25-34	12%	15%
35-44	11%	11%
45-54	10%	13%
55+	10%	18%

Highest qualification

Degree+ (L6+)	21.5%
A-level+ (L3+)	20.0%
Level 2	25.3%
Level 1/Entry	15.9%
None	14.7%

Region

East	8.5%
SW	5.2%
SE	9.9%
NW	12.2%
NE	7.5%
Lond	24.1%
WM	12.7%
EM	7.4%
Y&H	12.5%

Ethnicity

White (Brit/Irish)	69.8%
White (Other)	4.5%
Other	7.3%
Black African	5.6%
Indian	3.4%
Pakistani	3.4%
Mixed	1.6%
Black Caribbean	2.2%
Bangladeshi	1.4%
Chinese	0.7%

Activity before looking for work?

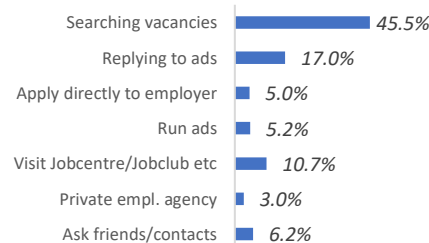|	
Working	48.3%
In FT educ.	7.0%
Family/home	25.2%
Sth else	18.0%

Last job - Sectors

- 12% Wholesale/retail
- 10% Real estate/renting
- 9%   Manufacturing
- 7%   Health
- 7%   Transport/storage
- 5%   Hotels/restaurants
- 4%   Construction
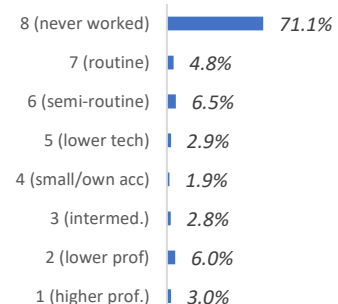- 4%   Education
- 3%   Public admin./defns.

Last job - Occupations

- 5% sales asst/cashier
- 4% basic cleaning
- 4% basic services
- 3% basic process plant ops.
- 3% caring personal serv.
- 3% basic storage
- 2% sales, marketing assoc.
- 2% other admin
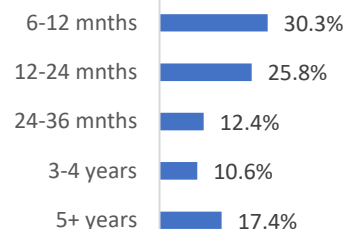- 2% road transport drivers

Main job search method

Searching vacancies	45.5%
Replying to ads	17.0%
Apply directly to employer	5.0%
Run ads	5.2%
Visit Jobcentre/Jobclub etc	10.7%
Private empl. agency	3.0%
Ask friends/contacts	6.2%

NS-SEC

8 (never worked)	71.1%
7 (routine)	4.8%
6 (semi-routine)	6.5%
5 (lower tech)	2.9%
4 (small/own acc)	1.9%
3 (intermed.)	2.8%
2 (lower prof.)	6.0%
1 (higher prof.)	3.0%

Main reasons not looking for work:

- 1.0% looking gvnt scheme
- 2.1% have a job, waiting to start

Preferences & situation:

- 2.5% looking for self-employment (16.5% do not mind)
- 50% on 1+ benefit from income support, UC, tax credits, or housing/council tax

See Appendix 2 for definitions. Except for italicised text, all group size %s can be multiplied by the segment population size to estimate the number of people in that situation. Percentages may not sum due to 100% due to non-responses or rounding

Rachel, 37 years old

NCS User Segment: "Career Returner"
Typology Segment: "E: LT unemployed"
(Age 25+ and unemployed and seeking work for over six months)

"I need to get back into work now my kids are at school. It's so long since I've had a job and I don't know what I could do - I've lost all my confidence."

Initial needs assessment results
(if were to access guidance)

1. Current activity
- Unemployed and hasn't worked for 8 years due to having children. Before that she worked in customer services.
- In receipt of Universal Credits.
- Started looking for jobs a year ago and signed up with a local employment agency, but nothing seems to fit her needs or experience.

2. Skills & interests
- BTEC Level 3 in Business. Re-took Maths GCSE at college so now has 5 GCSEs inc Maths and English.
- 4 years' customer service experience in logistics businesses where she resolved distribution queries over the phone and email. Good IT & customer service skills.
- Did a short course in mental health at local college.
- More recently started going back to the gym.

3. Background situation
- Female
- Lives Weston-Super-Mare, Somerset. Non car driver, so relies on lifts from partner or public transport into town.
- Carer for 3 children age 8, 7 & 5. Partner works shifts.

4. Career planning so far
- Keen to get back into work now that her children are all in school and has more available time.
- Looked at some office jobs and signed up with an agency, but they all seem to want hours of 9-5. Had an interview for a car hire company but didn't get the job.
- The only support she has accessed so far is some help with her CV from a recruitment agency.
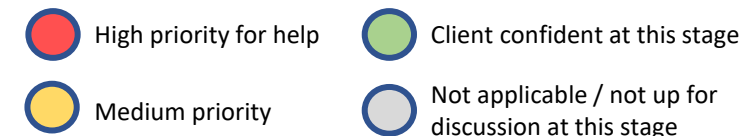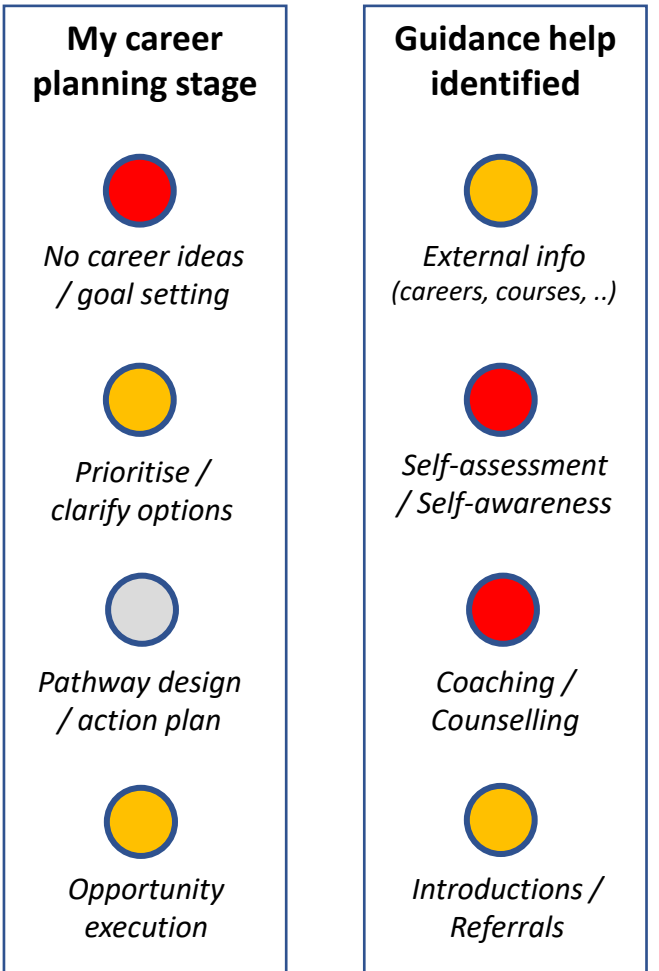- Might come into guidance through her local FE college or Job Centre.

5. Career barriers
- No family close by and so no support for childcare. Feels limited to a job that works around school hours.
- Mental health diagnosis (anxiety) and symptoms increase when she tries to plan for a return to work.
- In rental housing and finances are tight, so wants to work to help ease financial pressures.
- Doesn't drive so feels reliant on partner for lifts. Reasonable public transport to town centre. Unlikely to relocate due to proximity to children's school.

6. Career mindset
- Very low confidence with current inability to recognise strengths. Anxiety has a big impact on her career mindset, with panic attacks more frequent.

My career planning stage

- 🔴 *No career ideas / goal setting*
- 🟡 *Prioritise / clarify options*
- ⚪ *Pathway design / action plan*
- 🟡 *Opportunity execution*

Guidance help identified

- 🟡 *External info (careers, courses, ..)*
- 🔴 *Self-assessment / Self-awareness*
- 🔴 *Coaching / Counselling*
- 🟡 *Introductions / Referrals*

🔴 High priority for help
🟢 Client confident at this stage
🟡 Medium priority
⚪ Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions
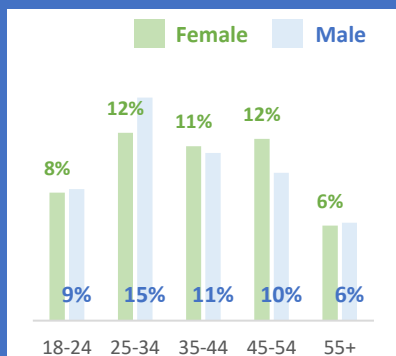
- # of England residents in segment (2018-20, 95% confidence interval): 3,393k – 3,516k
- Proportion of English population age 18+: 7.9%
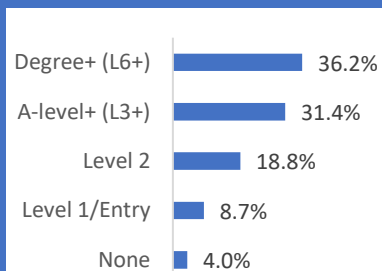- Approximate average annual growth rate (from 2014-2016 to 2018-20): -3%

Working context

- **58% full-time**
- **27% part-time** (by choice or student)
- **14% part-time (other)**

- **76% employed perm.**
- **15% self-employed**
- **9% employed temp.:**
  - **3.3% temp contract**
  - **2.4% empl. agency**
  - **1.8% casual work**
  - **0.6% seasonal work**
  - NB. 1.9% don't want perm. wrk
- **0.1% on gvnt. scheme**

- **35% variable hours**

- **27% did job related training in last 3 months**

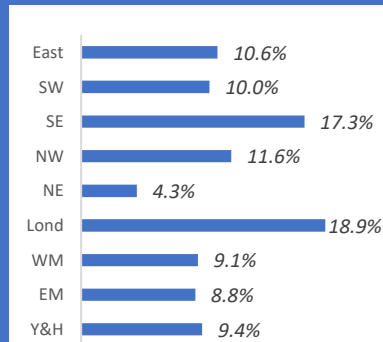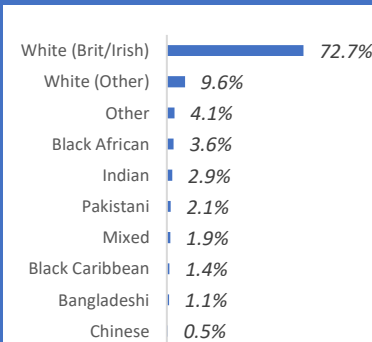- **15% on 1+ benefit from income support, UC, tax credits, or housing/council tax**

Age/Sex

Female **Male**

Age	Female	Male
18-24	8%	9%
25-34	12%	15%
35-44	11%	11%
45-54	12%	10%
55+	6%	6%

Highest qualification

Degree+ (L6+)	36.2%
A-level+ (L3+)	31.4%
Level 2	18.8%
Level 1/Entry	8.7%
None	4.0%

Region

East	10.6%
SW	10.0%
SE	17.3%
NW	11.6%
NE	4.3%
Lond	18.9%
WM	9.1%
EM	8.8%
Y&H	9.4%

Ethnicity

White (Brit/Irish)	72.7%
White (Other)	9.6%
Other	4.1%
Black African	3.6%
Indian	2.9%
Pakistani	2.1%
Mixed	1.9%
Black Caribbean	1.4%
Bangladeshi	1.1%
Chinese	0.5%

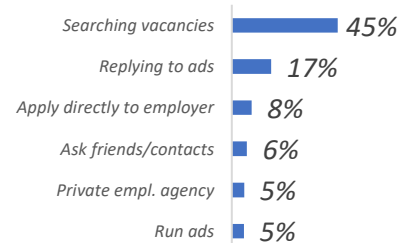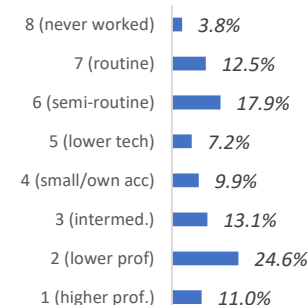## Initial potential focus for guidance

- **39.8% are looking for a new job to replace current job:**
  - *29% want to switch occupation or sector*
  - *24% cite pay issues*
  - *13% say their current job may end*
  - *8% were just filling time with this job*
  - *8% cite a desire for more hours*
  - *6% want to be self-employed (11% don't mind)*
  - *17% have been looking for over a year (8% over 2 years)*
- **6.5% are looking for an additional job**
- **53.5% want more hours, but aren't looking for a new job (avg 14 hrs; c. 70% more than current basic usual hours)**

Main job search method
(of the 46.4% looking)

Searching vacancies	**45%**
Replying to ads	**17%**
Apply directly to employer	**8%**
Ask friends/contacts	**6%**
Private empl. agency	**5%**
Run ads	**5%**

0.7% via public job centres/offices

NS-SEC

8 (never worked)	3.8%
7 (routine)	12.5%
6 (semi-routine)	17.9%
5 (lower tech)	7.2%
4 (small/own acc)	9.9%
3 (intermed.)	13.1%
2 (lower prof)	24.6%
1 (higher prof.)	11.0%

See Appendix 2 for definitions. Except for italicised text, all group size %s can be multiplied by the segment population size to estimate the number of people in that situation. Percentages may not sum due to 100% due to non-responses or rounding

Sam, 23 years old

NCS User Segment: "Career Starter"
Typology Segment: "F: Work Changers"
(Age 18+ in work but actively seeking new/additional work or more hours)

"All the jobs I've applied for seem to need experience, but it's difficult for me to get experience whilst I'm working to pay the bills."

1. Current activity
- Working in a bar for 2 years since graduating, promoted to supervisor and trains other staff
- Has been applying for jobs without success, mainly looking for marketing/comms work
- Never been on unemployment benefits

2. Skills & interests
- 2:1 degree in French & German
- A-C grades at A-Level and GCSE
- No vocational qualifications
- Work experience: bar work, a year in France as an au pair (part of degree).

3. Background situation
- Male
- N. East (Manchester)
- Good access to urban areas
- No caring responsibilities

4. Career planning so far
- Wants work that interests her with longer-term progression
- May broaden job search but unsure where to start
- Considering getting a Masters or job-specific training
- Confident with LinkedIn and job websites
- Some contact with university careers service whilst at university, but didn't think it helped her much. Has not accessed any formal careers support since graduating
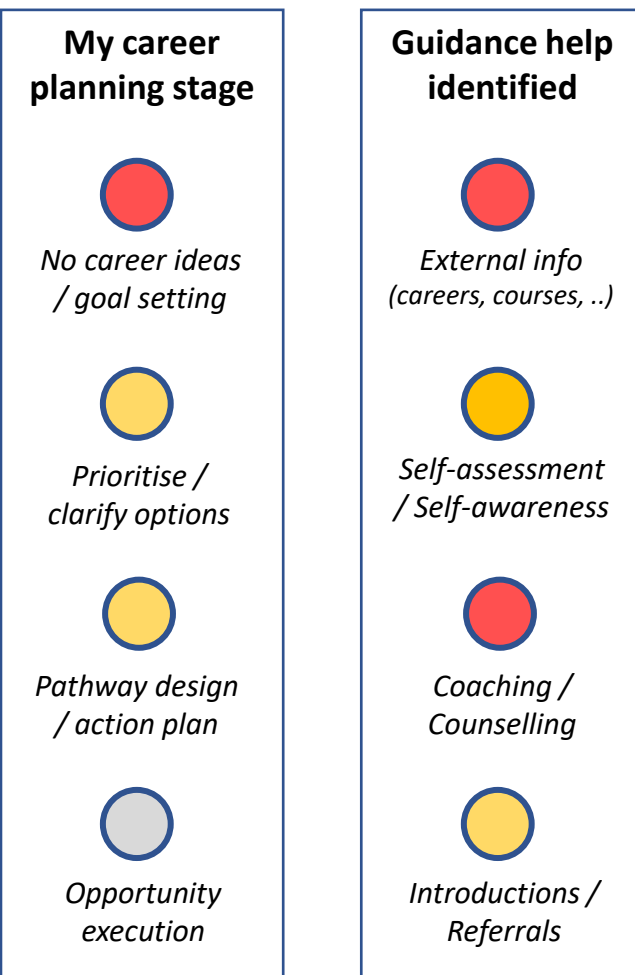
5. Career barriers
- Feels that jobs are very competitive and she loses out due to lack of work experience
- Concerned may lack transferrable skills
- No savings and no access to financial support. Has student debt and so keen to stay in work and not gain further debt

6. Career mindset
- Normally confident, but becoming disheartened and pessimistic as has not been able to utilise her degree
- Feeling trapped in long hours, low paid work
- Willing to move for the right opportunity but risk averse

Initial needs assessment results
(if were to access guidance)

My career planning stage	Guidance help identified
🔴 No career ideas / goal setting	🔴 External info (careers, courses, ..)
🟡 Prioritise / clarify options	🟠 Self-assessment / Self-awareness
🟡 Pathway design / action plan	🔴 Coaching / Counselling
⚪ Opportunity execution	🟡 Introductions / Referrals

🔴 High priority for help
🟢 Client confident at this stage
🟡 Medium priority
⚪ Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions

Marc, 49 years old

NCS User Segment: "Career Mover"
Typology Segment: "F: Work Changers"
(Age 18+ in work but actively seeking new/additional work or more hours)

"I feel stuck at work and it feels as though my manager is blocking my progress. I've worked in the public sector for so long that I'm not sure if I can change easily from here."

Initial needs assessment results
(if were to access guidance)

1. Current activity
- Employed as an Accountant for local authority for past 22 years.
- Increasingly dissatisfied at work: nowhere to progress in department and obstructive manager.
- Searching for internal roles for 2 years. Applied and interviewed for several internal positions, without success. Now looking at external vacancies too.

2. Skills & interests
- Finance degree (1st class) and Chartered ACCA accountant.
- Accountancy experience all within public sector.
- Chair of Governors at children's secondary school for past 5 years.

3. Background situation
- Male
- Lives in rural Surrey. Driver, so can commute, with preference to work from home / hybrid.
- 2 children, age 17 & 15. Mother in a care home locally who he visits regularly.

4. Career planning so far
- At the top of current pay band, with no visible opportunities for promotion in current team.
- Does not get on well with Manager and has been turned down for several promotions, with more junior staff being promoted ahead of him.
- Now looking at vacancies with other departments and other councils. Considering private sector.
- No support received to date, but starting to look for help from private career coaches – not sure where to start.
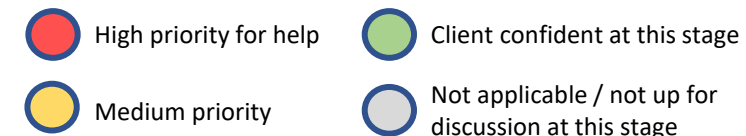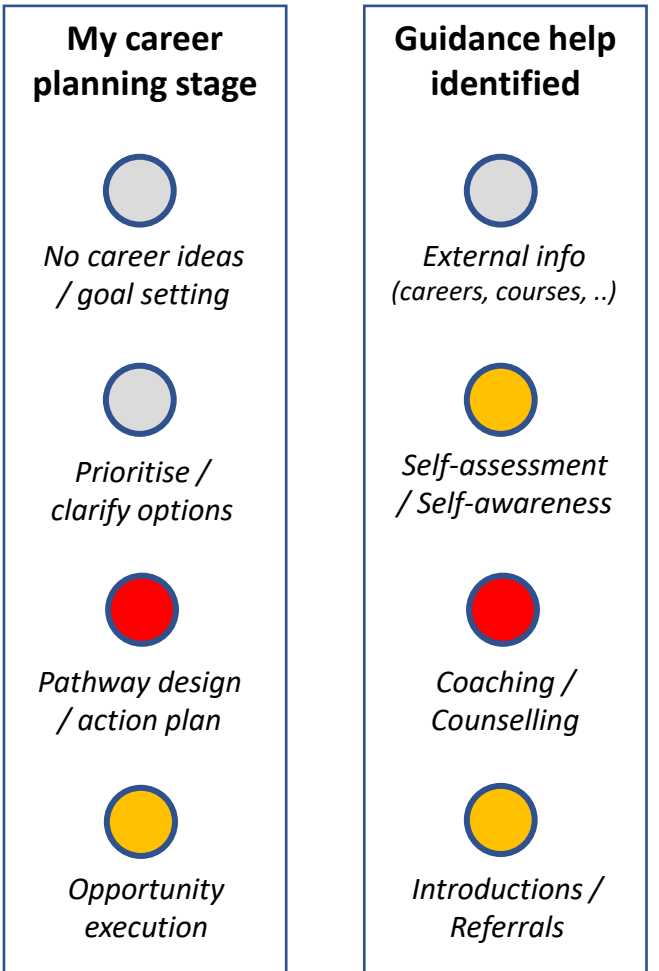
5. Career barriers
- Financial pressure for greater earnings to support children through university and to fund Mother's care home fees.
- Seeks stability and structure of public sector and pension. Dislikes change.
- Undiagnosed neurodiversity affects working relationships.
- Lack of professional support network or mentor, so unable to realise opportunities he could access in private sector or other public sector.
- Feels 'stale' in current role; confidence starting to diminish.

6. Career mindset
- Risk averse and finds change very difficult. Declining levels of confidence.

My career planning stage

- ⚪ No career ideas / goal setting
- ⚪ Prioritise / clarify options
- 🔴 Pathway design / action plan
- 🟡 Opportunity execution

Guidance help identified

- ⚪ External info (careers, courses, ..)
- 🟡 Self-assessment / Self-awareness
- 🔴 Coaching / Counselling
- 🟡 Introductions / Referrals

🔴 High priority for help
🟢 Client confident at this stage
🟡 Medium priority
⚪ Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions

Marie, 47 years old

NCS User Segment: "Multiple Income Seeker"
Typology Segment: "F: Work Changers"
(Age 18+ in work but actively seeking new/additional work or more hours)

"If I stay as I am, I'll never fulfil my dreams. I need to take a leap of faith and give this a go."

Initial needs assessment results
(if were to access guidance)

1. Current activity

- Full-time employed as a Publishing Manager for an academic publishing firm for 12 years.
- Not searching for jobs. Considering turning interest in writing into paid work alongside her publishing job. Doing independent research into freelance writing work and self-employment.

2. Skills & interests

- Degree in Economics with English Literature (1st class) + MA in Publishing.
- Has worked in publishing since leaving university and worked way up to a senior position in current firm.
- Writes in her spare time, including a regular blogger on racial issues in the workplace which is growing in followers. Also enjoys creative writing. Leads a book club in her area.

3. Background situation

- Female
- Lives Cheltenham, with easy access to urban areas.
- Lives with husband and child (age 17).

4. Career planning so far

- Enjoys current work to some extent, but has worked there a long time and doesn't want to do it forever or rely on it as sole income. Works long hours and doesn't want to progress further. Has seen redundancies in the past and concerned for future.
- The pandemic has given her lots of time to think about turning her writing passion into work.
- Hasn't gained any career guidance yet and isn't sure where to start to turn dreams into reality.
- Might access support through a an online forum for writers, or be recommended to a private coach / mentor through network.
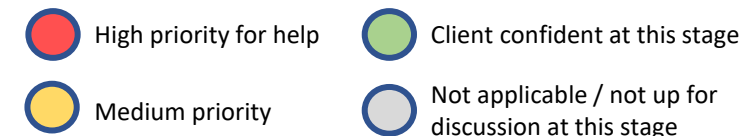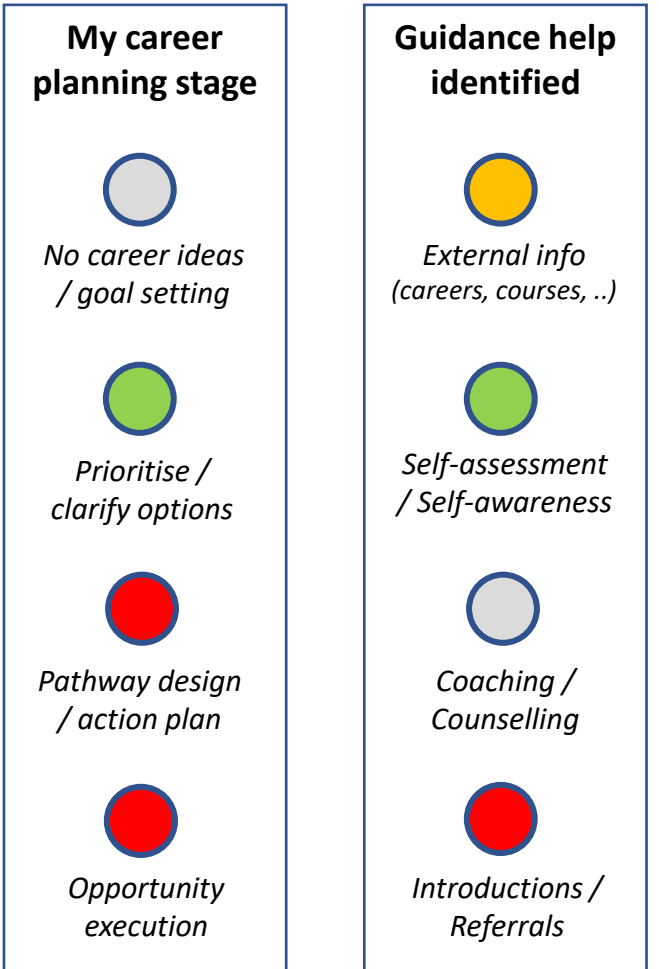
5. Career barriers

- Financial commitments: needs to maintain a salary that's close to her current income or make some big financial sacrifices.
- Lack of time to build up her writing: has a busy full-time job that involves overseas travel.
- No experience of setting up a business.

6. Career mindset

- Feels overwhelmed and not sure how to make her ideas a reality. Also optimistic about a brighter future and willing to put in the hard work to get there.

My career planning stage

- No career ideas / goal setting
- Prioritise / clarify options
- Pathway design / action plan
- Opportunity execution

Guidance help identified

- External info (careers, courses, ..)
- Self-assessment / Self-awareness
- Coaching / Counselling
- Introductions / Referrals

Legend:
- High priority for help
- Medium priority
- Client confident at this stage
- Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions

G: "Workers At Risk" [4.5m]
Personas: Caleb, Hannah, Tracey

- # of England residents in segment (2018-20, 95% confidence interval): 4,400k – 4,534k
- Proportion of English population age 18+: 10.2%
- Approximate average annual growth rate (from 2014-2016 to 2018-20): 0%

Age/Sex

Female   **Male**

Age	Female	Male
18-24	9%	7%
25-34	13%	9%
35-44	12%	5%
45-54	16%	6%
55+	17%	7%

Highest qualification

Degree+ (L6+)	25.4%
A-level+ (L3+)	30.8%
Level 2	25.1%
Level 1/Entry	9.4%
None	7.1%

Region

East	11.1%
SW	10.4%
SE	15.6%
NW	13.3%
NE	5.0%
Lond	15.1%
WM	11.0%
EM	8.9%
Y&H	9.5%

Ethnicity

White (Brit/Irish)	77.8%
White (Other)	8.6%
Other	3.0%
Black African	2.4%
Indian	3.2%
Pakistani	1.4%
Mixed	1.2%
Black Caribbean	1.1%
Bangladeshi	0.7%
Chinese	0.5%
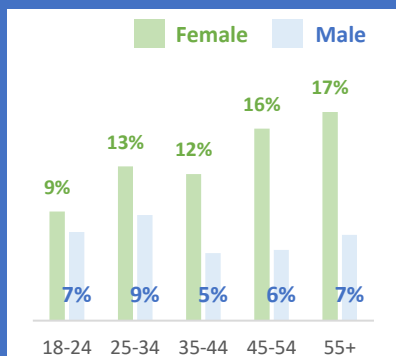
Working context

- **62% full-time**
- **34% part-time** (by choice or student)
- **4% part-time (other)**

- **76% employed perm.**
- **6% self-employed**
- **18% employed temp.:**
  - **8.6% temp contract**
  - **3.1% empl. agency**
  - **3.1% casual work**
  - **0.8% seasonal work**
  - NB. 5.3% don't want perm.
- **0.5% on gvnt scheme**

- **23% variable hours**

- **20% did job related training in last 3 months**

- **9% on 1+ benefit from income support, UC, tax credits, or housing/council tax**

Occupations at risk: Context and sources

- ONS 2019 estimates of probability of automation by 4-digit 2010 SOC are converted into 3-digit SOC code for comparison to the non-secure access Annual Population Survey dataset used here.

- Risk of decline uses 2-digit SOC code from published reports in Warwick IER's Working Futures forecast for change in number of jobs 2017-27.

- At present, only high-level pre-covid data sources are used to identify occupations in 5% highest risk. In practice, many occupations have elements at risk, with risk varying also by age, industry, and employer. Automation, especially if gradual, focused on component tasks, and deliberately managed, can also bring benefits to the workforce.

Top occupations

- **14% - Misc admin**
- **14% - Admin (finance)**
- **12% - Misc basic services**
- **11% - Secretarial**
- **9% - Basic cleaning**
- **7% - Admin (records)**
- **5% - Admin (gnvt, related)**
- **4% - Assemblers & operatives**
- **4% - Basic process plant work**

NS-SEC

8 (never worked)	6.1%
7 (routine)	15.6%
6 (semi-routine)	13.5%
5 (lower tech)	4.7%
4 (small/own acc)	5.6%
3 (intermed.)	40.5%
2 (lower prof.)	10.7%
1 (higher prof.)	3.3%

See Appendix 2 for definitions. Except for italicised text, all group size %s can be multiplied by the segment population size to estimate the number of people in that situation. Percentages may not sum due to 100% due to non-responses or rounding

Caleb, 32 years old

NCS User Segment: "Career Change"
Typology Segment: "G: Workers at Risk"
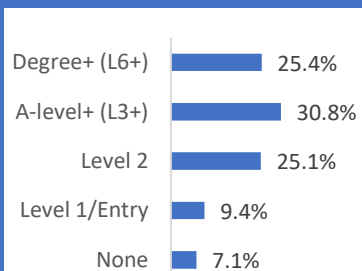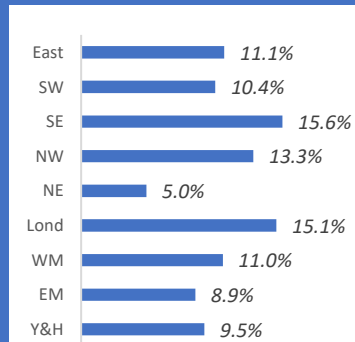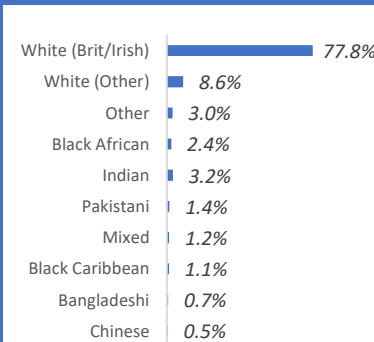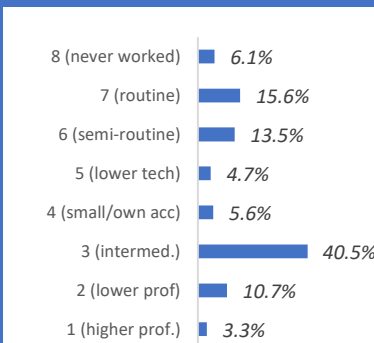*(18+ in work and not actively job searching; work precarious due to contract type or the occupation being at risk of automation or decline)*

"I feel trapped in my job with long hours and no way of earning more money. I want fewer hours to spend more time with my young family. This doesn't seem possible and I have no idea where to start."

Initial needs assessment results
(if were to access guidance)

1. Current activity
- Works as a full-time porter for a city hospital, for 9 years. Does shift work and frequent overtime
- No benefits currently, but was on Universal Credits 4 years ago when worked fewer hours
- Views NHS jobs at times but quickly becomes overwhelmed

2. Skills & interests
- NVQ L1&2 in patient handling/care. Health & Safety training course. 3 GCSEs grade C, including Maths.
- NHS/Healthcare (9 years) and several retail jobs as a school leaver. Good verbal communication skills with wide range of patients. Fluent in 3 languages.
- Loves cooking for his family and friends. A popular and devoted member of his local Mosque.

3. Background situation
- Male
- Lives Bradford. Car owner (shared), with good access to city centre by car or public transport.
- 3 children under 5 years, joint carer with wife who doesn't work.

4. Career planning so far
- Current job is stable but low paid and has no progression or development opportunities.
- Has little time with young family due to working overtime most weeks for extra pay. Too tired to enjoy free time.
- Would like a career with more flexibility, higher pay and good progression opportunities. Would like to use his language skills and have a more prestigious job, but no ideas about how or what.
- No guidance or support has been accessed to date. Talks to his wife, family and friends, but nothing leads to action.
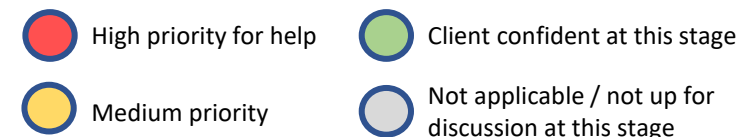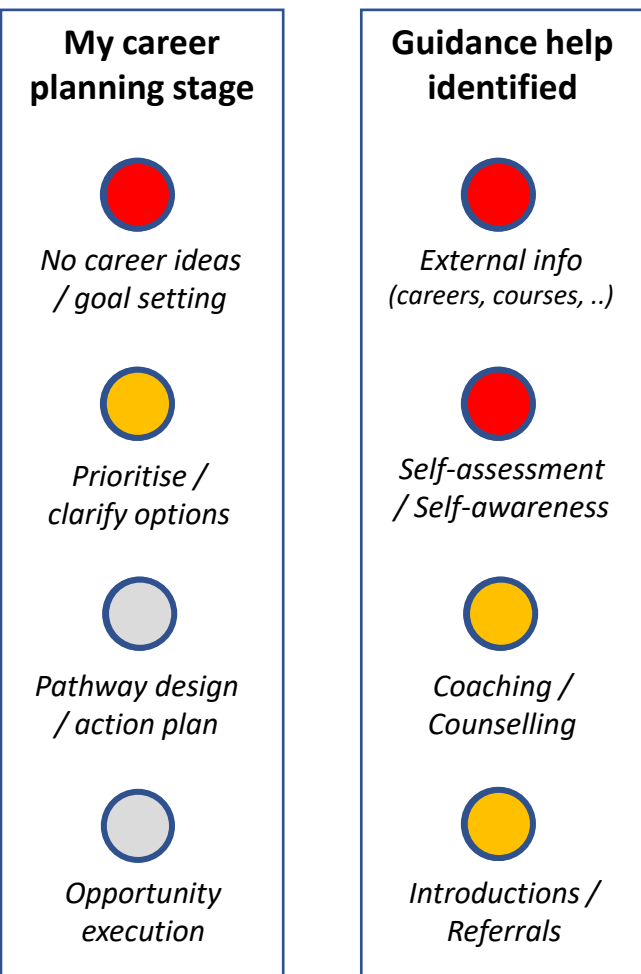
5. Career barriers
- Low IT/digital skills as hasn't used a computer since school.
- Financial worries as the sole income generator and 3 children to support. Unable to take 'time out' to study or take a lower income.
- Seeks an understanding employer that can accommodate and be respectful of his prayer times.
- Little time available to engage with guidance due to working 50+ hours per week + family commitments.

6. Career mindset
- Although has a generally positive demeanour, he feels stuck and overwhelmed when he thinks about the future.

My career planning stage

🔴 *No career ideas / goal setting*

🟡 *Prioritise / clarify options*

⚪ *Pathway design / action plan*

⚪ *Opportunity execution*

Guidance help identified

🔴 *External info (careers, courses, ..)*

🔴 *Self-assessment / Self-awareness*

🟡 *Coaching / Counselling*

🟡 *Introductions / Referrals*

🔴 High priority for help
🟢 Client confident at this stage
🟡 Medium priority
⚪ Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions

23

Hannah, 22 years old

DWP User Segment: "Rigid"
Typology Segment: "G: Workers at Risk"
(18+ in work and not actively job searching; work precarious due to contract type or the occupation being at risk of automation or decline)

"It feels so unfair to give up on my music after what I've achieved, but Covid has wrecked my career! I now just need to get a well-paid job."

1. Current activity

- Unemployed since start of pandemic. Was a self-employed musician but work has mostly dried up. Has sung for a couple of small venues more recently.
- Claimed Covid Self-Employment Income Support and Arts Council Wales funding. Not currently on any income support.
- Searching for jobs on main job sites, to no avail.

2. Skills & interests

- 2 A-Levels and 7 GCSEs including Maths & English.
- 4 years' experience as a singer and session musician. Earnt money pre-pandemic playing gigs around the country and from a few studio recordings.
- Enjoys writing own songs as a hobby and has recorded a few tracks using own basic equipment. Knowledge of editing and recording software.

3. Background situation

- Female
- Currently lives in Bristol. Does not drive.
- Willing to relocate to other cities, as has no fixed address.

4. Career planning so far

- Has worked hard to establish her singing career, which she loves, but opportunities dried up during the pandemic.
- Has tried to work with record labels, venues and agents to rebuild gigging and recording work, but it's not working. Now looking at other options.
- Went to the Job Centre in an attempt to get a job, but only offered low-paid low-skilled opportunities that she's not willing to do. Signed up with two recruitment agencies.
- Might access guidance through claiming Universal Credits or possibly through a music college/course contacts.
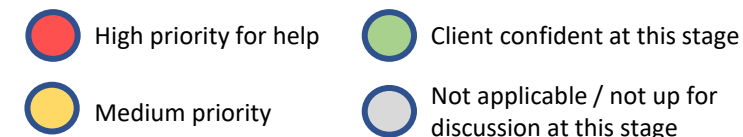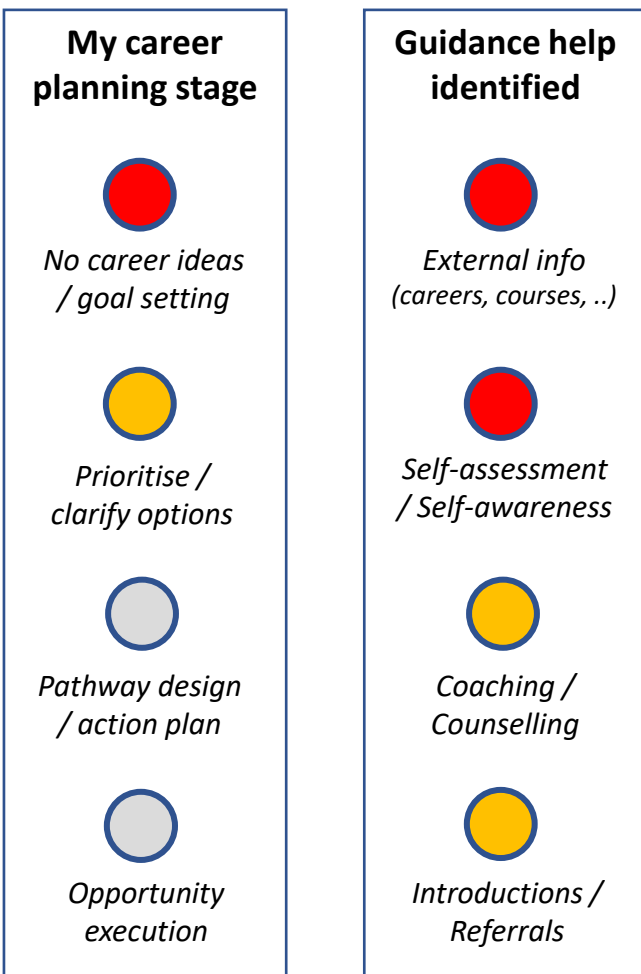
5. Career barriers

- No housing stability as 'sofa surfs' with friends, and periods at home with parents when this isn't possible
- Lack of vocationally-relevant qualifications or experience outside of music industry
- Rigid thinking about roles she is willing to do and pay she is willing to take e.g. won't take a salary of sub £30k.
- Lack of financial stability and has taken high-interest loans out during the pandemic. Borrows money from parents.
- Undiagnosed anxiety and ADHD, worsened since Covid.

6. Career mindset

- Feels demoralised, experiencing anxiety, fixed mindset.

Initial needs assessment results
(if were to access guidance)

My career planning stage	Guidance help identified
🔴 *No career ideas / goal setting*	🔴 *External info (careers, courses, ..)*
🟡 *Prioritise / clarify options*	🔴 *Self-assessment / Self-awareness*
⚪ *Pathway design / action plan*	🟡 *Coaching / Counselling*
⚪ *Opportunity execution*	🟡 *Introductions / Referrals*

🔴 High priority for help   🟢 Client confident at this stage

🟡 Medium priority   ⚪ Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions

Tracey, 50 years old

NCS User Segment: "Career Change"
Typology Segment: "G: Workers at Risk"
(18+ in work and not actively job searching; work precarious due to contract type or the occupation being at risk of automation or decline)

"I know I'm capable of much more than this, but I've spent so long looking after everyone else that I don't know what's possible any more."

1. Current activity
- Currently a contracts administrator and receptionist for a lettings agency, on a temporary contract, for past 13 months.
- No benefits or links with public services. Small income and pension from divorce settlement.
- Started searching and applying for wide range of permanent roles but not getting interviews. Thinks this is due to inconsistent work history.

2. Skills & interests
- Degree in sociology (2:2). Certificate in Recruitment.
- Experience in wide range of sectors including Travel, Hospitality, Car Finance, Recruitment and Property. Mostly worked in administration, customer service and contract preparation. A mix of permanent and temporary roles, including part-time and full-time.
- Loves travel and has learnt to speak Spanish to a competent level. Enjoys caring for others.

3. Background situation
- Female
- Newcastle suburbs. Driver, can access city centre.
- 3 adult children, with 1 still living with her at home. Divorced. Regularly visits elderly Father who has significant care needs.

4. Career planning so far
- Current job is temporary and unstable. Employer seems unwilling to commit to anything permanent. Thinks this is due to her age and sex. Low hourly rate with little opportunity to earn more or progress.
- Seeks permanent work, which is better paid and a role that she can develop in. Has no idea what this could be and has applied for many different roles with no real 'plan'.
- Has received no career guidance so far. If she did access guidance, it would likely be through a recommendation from friend or her daughter.
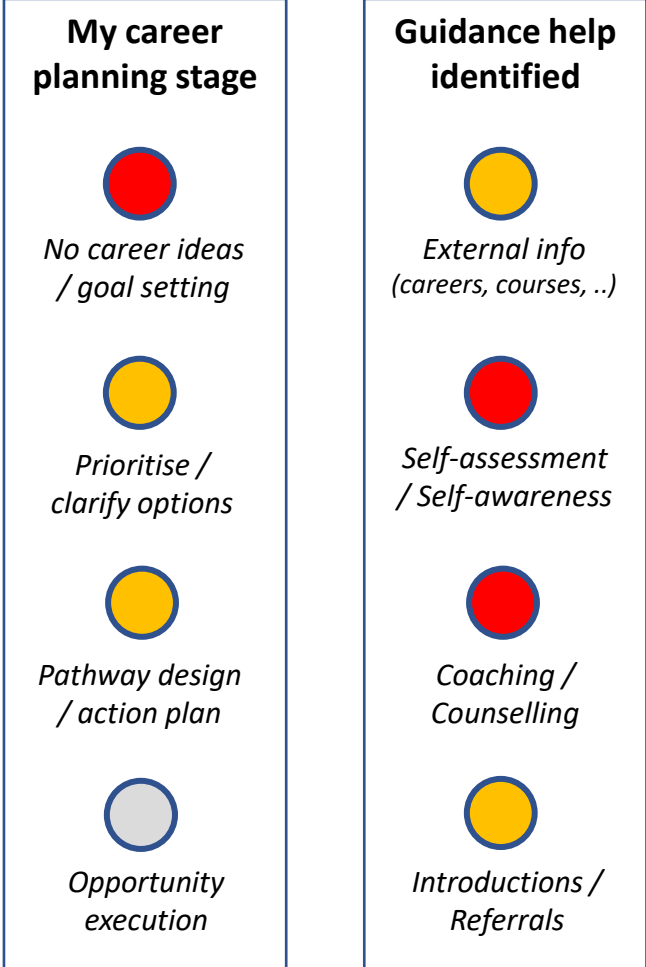
5. Career barriers
- Financial worries due to divorce and unstable income.
- Caring responsibilities currently prevent relocation, but would love to live in Spain with her sister.
- Lack of industry-relevant qualifications and a frequent job changer with lots of 'gaps' on her CV.
- Low confidence in abilities.
- No professional network – friends and family in similar occupations or not working.

6. Career mindset
- Very low confidence since divorce. Feels lonely and finds it hard to make make decisions. Also sees opportunity to start prioritising own needs and that she can achieve more.

Initial needs assessment results
(if were to access guidance)

My career planning stage	Guidance help identified
🔴 No career ideas / goal setting	🟡 External info (careers, courses, ..)
🟡 Prioritise / clarify options	🔴 Self-assessment / Self-awareness
🟡 Pathway design / action plan	🔴 Coaching / Counselling
⚪ Opportunity execution	🟡 Introductions / Referrals

🔴 High priority for help 🟢 Client confident at this stage
🟡 Medium priority ⚪ Not applicable / not up for discussion at this stage

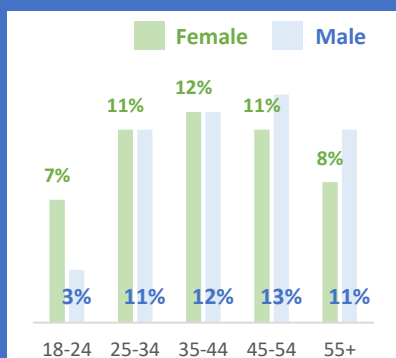*See Appendix 1 for explanation and definitions*

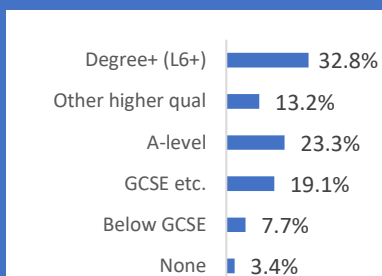# H: "V. Unhappy at Work" [2.3m or c.1.3m w/o overlap]

Personas: Michael

- # of England residents in full segment (2018-20, 95% confidence interval):   2,160k – 2,527k (inc. overlap)
- Proportion of English population age 18+:   5.4% (inc. overlap)
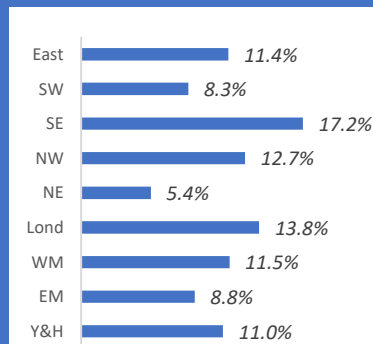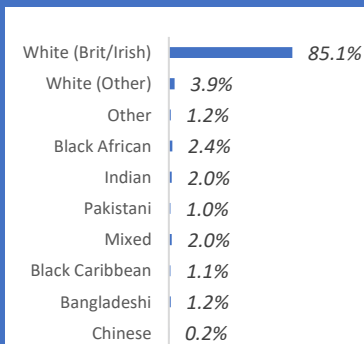- Approximate average annual growth rate (from 2014-2016 to 2018-20):   -1% (inc. overlap)

Working context

- **89.1% paid employment**
- **10.4% self-employed**
- **0.5% on apprenticeship**

- **24% had training in recent year(s)**
- **20% in part-time work**
- **9% in non-permanent work:**
  1.4% - casual work
  2.1% - agency temping
  2.4% - fixed contract

- **31% on social benefits**
  (11.6% on 1+ of housing benefit, council tax reduction, working tax credit, in-work credit for lone parents)

Age/Sex

Female / Male

	18-24	25-34	35-44	45-54	55+
Female	7%	11%	12%	11%	8%
Male	3%	11%	12%	13%	11%

Highest qualification

- Degree+ (L6+) — 32.8%
- Other higher qual — 13.2%
- A-level — 23.3%
- GCSE etc. — 19.1%
- Below GCSE — 7.7%
- None — 3.4%

Region

- East — *11.4%*
- SW — *8.3%*
- SE — *17.2%*
- NW — *12.7%*
- NE — *5.4%*
- Lond — *13.8%*
- WM — *11.5%*
- EM — *8.8%*
- Y&H — *11.0%*

Ethnicity

- White (Brit/Irish) — *85.1%*
- White (Other) — *3.9%*
- Other — *1.2%*
- Black African — *2.4%*
- Indian — *2.0%*
- Pakistani — *1.0%*
- Mixed — *2.0%*
- Black Caribbean — *1.1%*
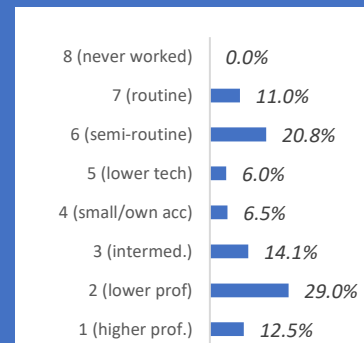- Bangladeshi — *1.2%*
- Chinese — *0.2%*

Thresholds for inclusion

- Those in the most concerned 2%-5% of the relevant sample (in work, in England, over 18) on at least one of the following four variables:
  - Job satisfaction 7-pt scale: "Completely-" or "mostly dissatisfied"
  - Job-related Wellbeing Scale - Depression subscale: <= 6 on scale to 15
  - Job-related Wellbeing Scale - Anxiety subscale: <= 6 on scale to 15
  - Current financial situation 5 pt scale: Finding it "very difficult"

- An uncertain c. 46% overlap to the other in-work segments in scope:
  - c. 19% perhaps actively looking for a new job (part of segment F)
  - c. 6% might additionally want more hours, matching profiles based on number of hours usually worked (part of segment F)
  - c. 21% are at risk, using the segment G definitions

Top occupations (SOC00)

- **6% - Sales assistants**
- **6% - Healthcare pers. serv.**
- **5% - Functional managers**
- **4% - Teaching professionals**
- **4% - Business/fin. ass. prof.**
- **4% - Transport drivers / ops.**
- **3% - Basic cleaning**
- **3% - Basic security**
- **3% - Basic personal services**

NS-SEC

- 8 (never worked) — *0.0%*
- 7 (routine) — *11.0%*
- 6 (semi-routine) — *20.8%*
- 5 (lower tech) — *6.0%*
- 4 (small/own acc) — *6.5%*
- 3 (intermed.) — *14.1%*
- 2 (lower prof) — *29.0%*
- 1 (higher prof.) — *12.5%*

Career thinking over next 12 months

- 62% want <u>new job with new firm</u>
  34% think it will actually happen
- 32% want a <u>better job with same firm</u>
  12% think it will actually happen
- 45% want to <u>give up paid work</u>
  5% think it will actually happen
- 43% would like <u>work-related training</u>
  27% think it will actually happen
- 28% want to <u>start their own business</u>
  6% think it will actually happen

See Appendix 2 for definitions. Except for italicised text, all group size %s can be multiplied by the segment population size to estimate the number of people in that situation. Uses UKHLS not 3Y-APS dataset as source.

Michael, 25 years old

NCS User Segment: "Career Changer" (new)
Typology Segment: "H: V Unhappy at Work"
(Age 18+ in work but very dissatisfied, anxious, or depressed at work or very worried about current finances)

"I'm really unhappy at work, but I need to keep going to help my Mum and girlfriend. I can't see any other options."

1. Current activity

- Currently works in permanent full-time employment for a landscaping and gardening company. Mostly manual, low-skilled labour.
- Started with the company after school as an apprentice, so has been there for 7 years.
- Has received counselling for depression in the past.
- Not currently searching for work.

2. Skills & interests

- 3 A-Levels in Geography, Maths and Computer Science (top grades). Level 3 Horticulture gained through apprenticeship.
- Only job is current one, but did work experience in accountancy when at school. Strong IT and analytical skills.
- Interest in computer programming and has taught self to code in several languages.

3. Background situation

- Male
- Norfolk, rural area. Drives but long commute to urban centres.
- Lives at home with his girlfriend and Mother.

4. Career planning so far

- Deeply unfulfilled in current role, with a team he does not get on with. Experiencing racism from his colleagues. Works hard but the physical and manual labour has affected his physical health, with growing back problems.
- Not considering any other careers as cannot see other options with current qualifications.
- Used online matching tools to generate a list of career ideas, but no career guidance received to date.
- Might come into guidance in future following use of matching tools e.g. calling a careers helpline or using a career chat bot he comes across online.
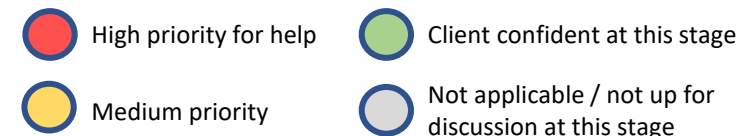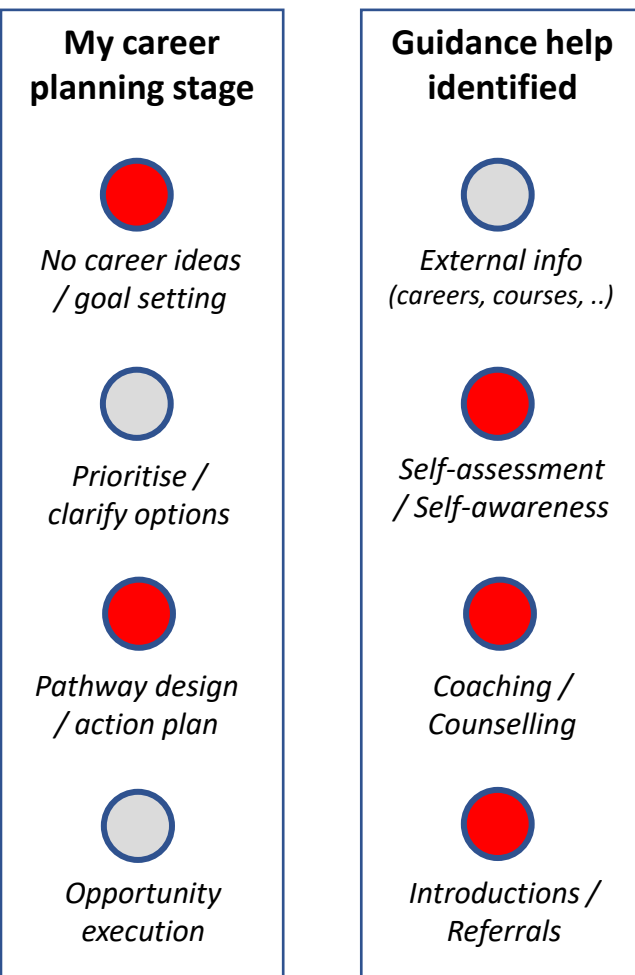
5. Career barriers

- Cultural differences between self and those he works with. Introverted and does not seek help easily.
- Diagnosed depression but reluctant to use medication or seek help when needs it.
- Lacks support and networks outside of family. Father died when he was a teenager.
- Feels responsibility to earn a good salary and contribute to the family. Would like a place of his own but cannot afford.
- Lives far from urban centres and can't afford to relocate.

6. Career mindset

- Stuck with no idea how to change. Pessimism for future.

Initial needs assessment results
(if were to access guidance)

My career planning stage

- 🔴 *No career ideas / goal setting*
- ⚪ *Prioritise / clarify options*
- 🔴 *Pathway design / action plan*
- ⚪ *Opportunity execution*

Guidance help identified

- ⚪ *External info (careers, courses, ..)*
- 🔴 *Self-assessment / Self-awareness*
- 🔴 *Coaching / Counselling*
- 🔴 *Introductions / Referrals*

🔴 High priority for help
🟢 Client confident at this stage
🟡 Medium priority
⚪ Not applicable / not up for discussion at this stage

See Appendix 1 for explanation and definitions

Typology data pack

Appendices

i.e. what topic is the guidance conversation focused on to help the client progress, typically identified either via an initial needs assessment by the practitioner (e.g. for a client with complex needs or someone with no idea where to start or what their high-level goals are) or from what the client directly requests

My career planning stage

No career ideas / goal setting

e.g. "What are my options for a career/next job?" or "I've got no idea what to do"
- Can be approached from multiple directions, e.g. LMI on local jobs in high demand, identifying the client's interests/skills/experience, helping client reflect on what they really want out of a career/lifestyle, or a combination

Prioritise / clarify options

e.g. "I need a way to narrow down my options so that I don't feel overwhelmed."
- Having ruled out very poor fits, prioritise one or more careers that either fit current skills/ interest/ availability or willingness to reskill/move etc.

Pathway design / action plan

e.g. "I know what career/job I want, how do I get there?" or "I have a specific issue at work"
- If reskilling is required, this stage would define the specific courses required and how to sequence them into the career. It may also involve networking, improving understanding of a topic etc.
- If someone has a problem with their boss at work, they might want help figuring out what pathways exist for addressing that issue (e.g. tribunal, reln mgmt, move job)

Opportunity execution

e.g. "I know what the immediate next step is. Help me execute it and/or apply for the relevant job/course?"
- Typically this would be executing applications for a course/training or a job or setting up their own business. Help may be needed to find specific opportunities to apply for, crafting a CV, preparing for an interview, etc.

Guidance help identified

Any of the planning stage questions might be addressed by one or more of these types of guidance help, depending on what fits the client

External info (careers, courses, ..)
- Help accessing, curating, quality-assuring, and interpreting information on jobs, careers, courses, training opportunities (e.g. vacancies, LMI, skills needs, growth trends, course costs/subsidies, application process etc.)
- Either providing information directly or empowering the client to use tools to explore information themselves

Self-assessment / Self-awareness
- Help client to understand their current skills / interests
- Support discovering what really matters to them or how to gain a sense of agency over their wants and situation

Coaching / Counselling
- Support building confidence or optimism, or understanding any mental barriers they face
- Support weighing up options
- Help contrasting current skills with what a job requires
- Co-developing action plans & tracking progress
- Support through a job search/ application process

Introductions / Referrals
- e.g. Referral to a third party service, such as mental health support, a training provider, or legal adviser (adviser may or not remain involved/leading on the case)
- Introduction to employers/volunteers to job shadow or learn more about their work
- Introduction to a peer learning network, community discussion group, or online forum

🔴 High priority for help   🟡 Medium priority   🟢 Client confident at this stage   🔵 Not applicable / not up for discussion at this stage

Appendix 2: Definitions and abbreviations

Sectors/occupations:
- **nec** = not elsewhere classified
- **Basic** and elementary are used as synonyms
- **SOC/SIC** – Standard occupational and standard industry classification codes. Mostly 2010 classification coding, but last job sometimes uses 2007 coding

NS-SEC:
National statistics – Socio-economic classification

1   Higher managerial and professional
2   Lower managerial and professional
3   Intermediate occupations
4   Small employers and own account workers
5   Lower supervisory and technical
6   Semi-routine occupations
7   Routine occupations
8   Never worked, unemployed, and nec

Misc:
- **95% confidence interval** = the range of uncertainty around the segment population size central estimate, given the sample size and weighting characteristics (if the same survey type were conducted 100 times, the 95% confidence intervals should contain the true value 95 times)
- **APS** = Annual Population Survey dataset
- **US/UKHLS/BHPS** = the Understanding Society Survey, previously called the UK Household Longitudinal Survey or the British Household Panel Survey

Region:
- **Y&H**   Yorkshire & the Humber
- **EM**   East Midlands
- **WM**   West Midlands
- **Lond**   London
- **NE**   North East
- **NW**   North West
- **SE**   South East
- **SW**   South West
- **East**   East of England

Current status:
- **SE** = self-employment
- **LT** = long-term
- **FT** = full-time
- **PT** = part-time
- **Gvnt scheme** = Those on government employment or training schemes, defined as Training for Success, Steps to Work / Steps 2 Success, or employed on a Work Scheme funded by central government (e.g. SFA or YPLA in England) or delivered by a voluntary organisation/charity
- **ILO unemployed** = unemployed according to the International Labour Organisation definition: not in work, actively seeking work in the last 4 weeks and able to start work in the next 2 weeks
- **Economically inactive** = People not in employment, for any reason, who have not been seeking work within the last 4 weeks and/or are unable to start work within the next 2 weeks (normally applied to those aged over 16 or 16-64). Everyone in the population is classified as one of: ILO unemployed, economically inactive, or employed (incl. self-employment and irregular contract work)