

PASCO-HERNANDO WORKFORCE BOARD

Workforce Innovation Grant Evaluation Study

Pre-Implementation Survey Results



AUGUST 02, 2013

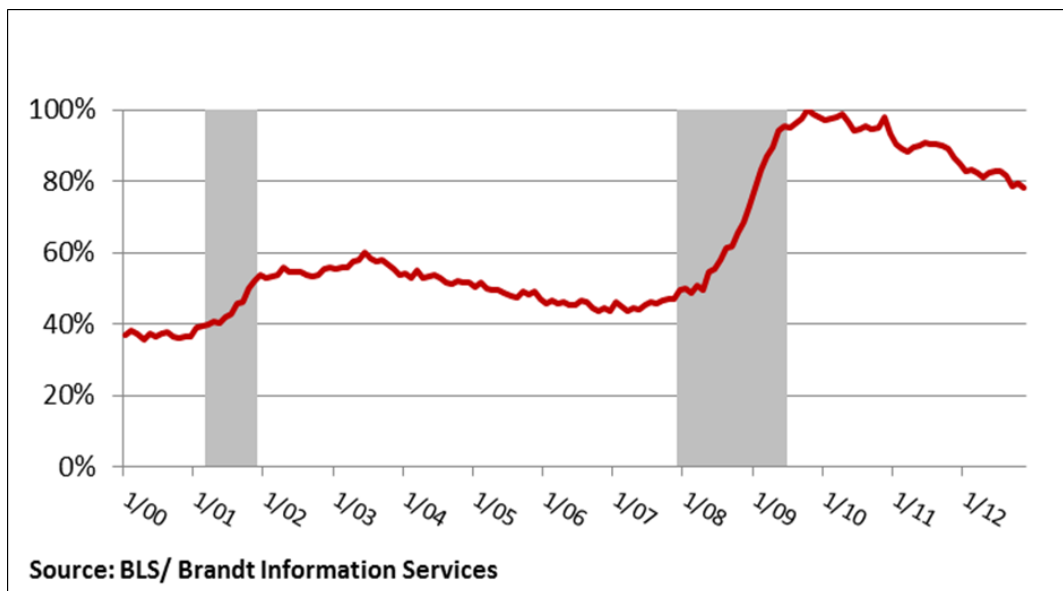
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Executive Summary

The chart below illustrates the dilemma faced by almost all local workforce boards across the nation. While the recession ended over three and one half years ago, the number of unemployed workers remains at historically high levels. Several of the Workforce Innovation Fund program grantees address aspects of this problem of continuing high demand for services in a restricted fiscal and resource environment through targeting services or through innovative service delivery approaches. The Pasco-Hernando Workforce Board (PHWB) project in Florida is one of these. The PHWB Workforce Innovation Fund program is a self-service program that utilizes a variety of technologies to connect customers with workforce services.

Figure 1:
Number of unemployed as a percent of October 2009 (peak) level, US



As a recipient of the Workforce Innovation Fund grant (WIF grant), the Pasco-Hernando Workforce Board (PHWB), also referred to as “Career Central”, plans to improve service delivery to jobseekers and employers through new and innovative self-service delivery concepts that serve all the residents in the region while maximizing the power of each dollar spent.

In response to the evaluation requirement for the WIF grant, PHWB contracted with Brandt Information Services, Inc. to evaluate the effectiveness of the activities associated with the grant. This evaluation is a pre-post study design in which the pre-program outcome measures will be compared to the post-program outcome measures for PHWB to assess the degree to which the intervention has made a

difference in the key outcome variables. The surveys are aimed at addressing the following desired outcomes:

- increased knowledge of PHWB services;
- increased social media presence and customer interaction with PHWB;
- increased satisfaction with online services, including Employ Florida Marketplace; and,
- increased satisfaction with the Employment Support Center.

In order to measure these outcomes, the study includes two surveys to be conducted during each study period (pre-implementation and post-implementation). The first survey is a customer satisfaction survey of recent Employ Florida Marketplace (EFM) registrants. The registrants were asked 14 to 16 questions regarding the services they received from PHWB, including details concerning the specific services they received and their satisfaction rankings related to those services.

The second survey is a general awareness survey of the labor force participants within the two counties serviced by the PHWB. This survey asks 5 to 6 questions aimed at determining the awareness of services provided by the PHWB within the labor force community. This report presents the results of these two surveys that were conducted prior to implementation of the PHWB innovations.

Methodology

Sample Selection and Response Rates

The PHWB Pre-Implementation surveys of EFM registrants and Pasco-Hernando county labor force participants were conducted simultaneously in July of 2013. The sample design for this study is a simple random sample of telephone numbers for each of the two counties in the PHWB area. Based on sample selection criteria, including a 95 percent level of confidence and a 5.0 percent confidence interval, Brandt determined the sample size used for the pre-implementation survey to be 384 residents. Adjusting for sample nonresponse yields an initial sample of 552 contacts. Of the residents selected for inclusion in the survey, 53 were determined to be out of scope as they were no longer labor force participants. The final response rate for the labor force participant survey is approximately 60 percent.

Using the same sample selection rules, Brandt determined that a sample size of 440 EFM registrants would be required for this study. As expected, the EFM registrant survey had a much higher response rate than the labor force survey as these individuals were recently participating in the PHWB system. After adjusting for the 13 respondents determined to be out of scope as they did not recall using PHWB services, the final response rate for EFM registrants is 79 percent. The post-implementation survey will use the same sample sizes and definitions of “out of scope”.

Estimation

Survey results estimates for all labor force participants in Pasco and Hernando counties, as well as those for EFM registrants are produced using the Hansen-Hurwitz Estimator. Results are first adjusted for non-response based on the number of usable responses for each survey. Households that are ineligible for inclusion (such as having no labor force participants in the household) will be deleted from the stratum and not used for Non-response Adjustment Factor (NRAF) calculations. The NRAF as a multiplier, along with the sample weight as a multiplier, will bring the household totals up to the original total for the universe (eligible households with labor force participants or eligible EFM registrants).

Survey Findings

EFM Registrants

Survey findings will be presented for each survey type separately by questions. The first set of findings discussed is from the survey of Employ Florida Marketplace (EFM) Registrants. The sample file included a random list of contacts who had registered with EFM within the previous 6 months. The second set of findings discussed is from the survey of Pasco and Hernando County residents.

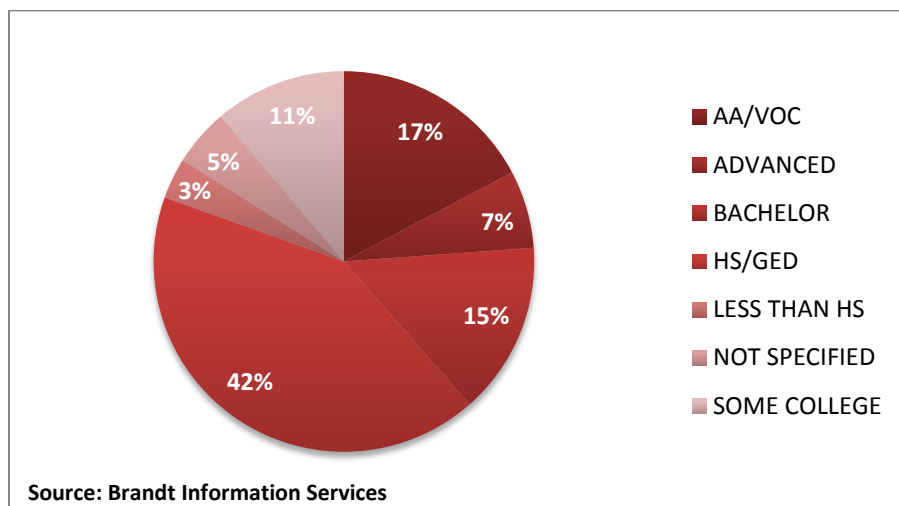
Male and female registrants were equally represented by respondents with 176 and 172 respectively. Likewise, the respondents were fairly equally distributed among the following age groups:

- 17-24: 17 percent
- 25-34: 15 percent
- 35-44: 16 percent
- 45-55: 21 percent
- 55 and over: 20 percent.

It appears that older age groups had a slightly higher representation in the sample however 39 of the respondents do not have age information.

As seen in the chart below, the largest variation in respondent representation is found with education levels. Over 40 percent of the respondents have a highest education level of High School diploma or GED, where only 3.5 percent have less than a High School diploma and 6.6 percent have an advanced or professional degree.

Figure 2:
Percent Respondents by Education Attainment



Did the PHWB assist you in finding a job?

Almost 30 percent of the EFM registrant survey respondents stated that PHWB assisted them in finding a job. Registrants with a high school diploma or GED represented 42 percent of those surveyed and those who responded, 31 percent of whom did receive assistance finding a job from Career Central. Female respondents reported that Career central assisted them with finding a job 27 percent of the time, however almost half of the women with an Advanced degree reported receiving such aid.

Those in the Age Group 25-34 were the most likely to report Career Central assisting them with their job search, (35 percent). The Age Group 55 and over followed just after that with 33 percent and the 17-24 year olds with 32 percent. Of the 271 survey respondents, 19 were veterans however only 5 received assistance finding a job.

How did you find out about the PHWB?

Respondents were asked how they found out about PHWB and were allowed to select all applicable options. Most respondents found out about the agency during an online job search (30 percent). Additionally, 27 percent found out about PHWB through friends, co-workers or relatives and 27 percent were referred through UC Claims. Roughly a third of female registrants found out about Career Central online, slightly higher than the average for all respondents. Only 3 percent of female registrants had previously used PHWB services, compared to 5 percent of male respondents.

Though few reported hearing about Career Central through Advertisement, those age 45-54 were the most likely to report this category for question 3. Of those in the 17-24 Age Group, 40 percent reported hearing about Career Central through Family, Co-workers or relatives, making them the most likely to report this category out of all Age Groups. Most veterans in the sample found out about Career Central online or were referred by UC Claims.

Did you receive any of the following reemployment or career services from the Agency?

Respondents were asked which of the following services they received from PHWB:

- assistance with employment plans,
- assistance with training decisions, or
- support during their job search or training.

They were able to select multiple options and were able to select “None” or “Other”. Although they had registered with EFM, 60 percent of the respondents stated that they received none of the listed services. Over a quarter stated that they received support during their job search or training. About 10 percent received assistance with developing an employment plan and 11 percent were assisted with their training decisions. Females were slightly more likely to have received support during their job search or training than Males (30 percent and 24 percent respectively). 7 percent fewer men used any of the reemployment or career services offered by Career Central as compared to women.

Respondents with an education level beyond High School or GED were most likely to have learned of Career Central's services through Advertisement or Media, however most learned about Career Central online. Of those without a high school diploma or the equivalent, 54 percent learned about Career Central through friends, co-workers or relatives. None of those with this education level reported finding out about the agency through advertisements.

The 35-44 years Age Group reported that they received assistance with employment plans more often than other Age Groups. All Age Groups were most likely to report receiving support during their job search or training than any other service.

Were you treated with respect by PHWB staff?

Was the career center staff knowledgeable and helpful?

Were you provided services in a timely manner?

Were the locations of the one-stop centers convenient?

Questions 5 through 8 were “yes/no” questions relating to the quality of services offered by the PHWB. Only 65 percent of the respondents provided a response to these questions, with a lower portion of men responding than women (60 percent and 62 percent respectively). When asked if respondents were treated with respect by Career Central staff, 94 percent stated “yes” and 92 percent found that the career center staff was knowledgeable and helpful. Of the women who answered this question, 8 percent stated that they were not treated with respect by Career Central staff, whereas only 3.7 percent of the men made the same claim.

When asked if the Career Central staff was knowledgeable or helpful, 10 percent of the women who received services stated “no”, only 6 percent of men made the same assertion. Similarly, 10 percent of the veteran respondents reported that they were not treated with respect by the Career Central staff, however only 5 percent of the veteran respondents reported staff to be unknowledgeable and unhelpful.

Most respondents found that services were provided by the career center in a timely manner (92 percent of the questioned respondents). Two percent more women stated that they did not receive services in a timely manner than men.

Over 9 percent of those who responded to question 8 stated that the one-stop centers were not convenient for them.

Did you use any of the on-line services such as Employ Florida Marketplace?

How would you rate these services on a scale from 1 to 10, with 1 meaning “very dissatisfied” and 10 meaning “very satisfied”?

An estimated 677, or 81 percent, of EFM registrants used online services, such as Employ Florida Marketplace. Usage of on-line services, such as EFM, was fairly even among men. Most respondents were satisfied with the online services they received through PHWB. The average rating was 8.08;

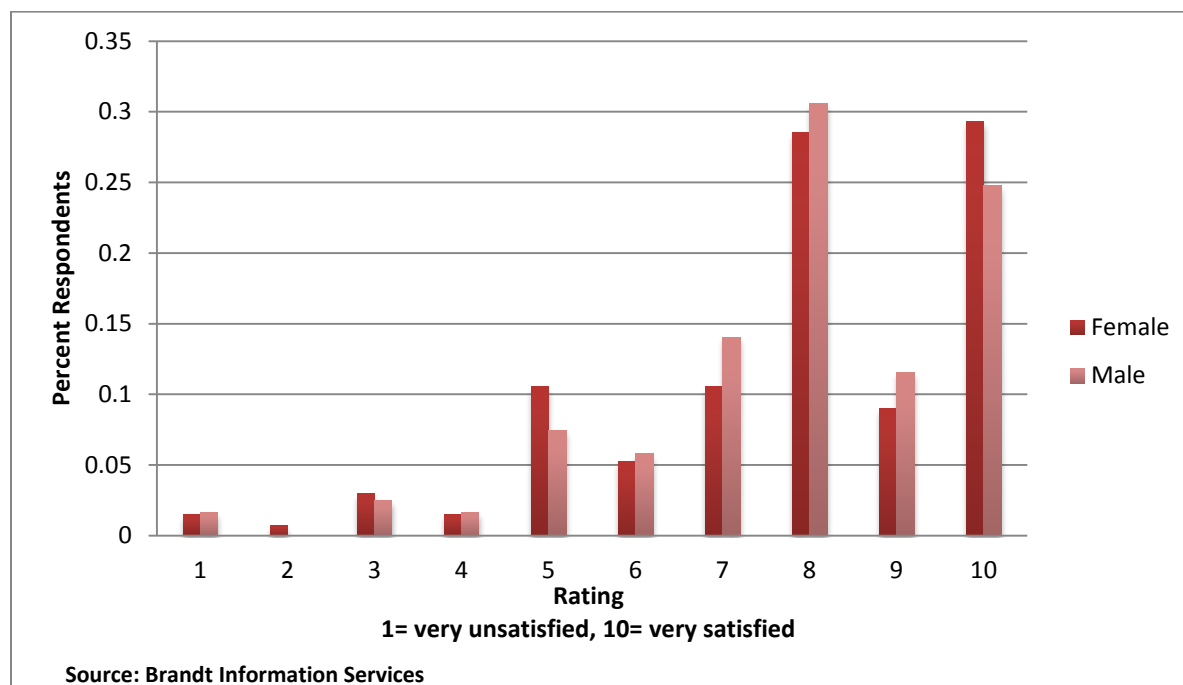
however 67 percent of the respondents who received services online rated their satisfaction at an eight or above.

Those with Advanced degrees and with a High School diploma or GED were the least likely to report using online services. A quarter of each group reported not using these services. Respondents with a Bachelor's degree were the most likely with 90 percent of respondents stating that they used online services.

The 25-34 Age Group were more likely than other age groups to report using online services (85 percent). This group also gave the services provided online the highest satisfaction rating with an average of 8.43. Only 78 percent of respondents in the 45-54 range reported using online services; however, 81 percent of those in the 55 and over category reported using online services. 82 percent of the 35-44 Age Group used online services; however, they gave the lowest rating with 7.73. Veterans represent 6 percent of respondents who used online services and 84 percent of the veterans surveyed used online services.

On average, Women rated their satisfaction with the online services they used at 7.97 and Men rated their satisfaction with these services at 8.2. Though on average, Men gave a higher rating, a larger percentage of Women gave a score of 10 than men.

Figure 3:
Online Services Satisfaction Rating by Gender



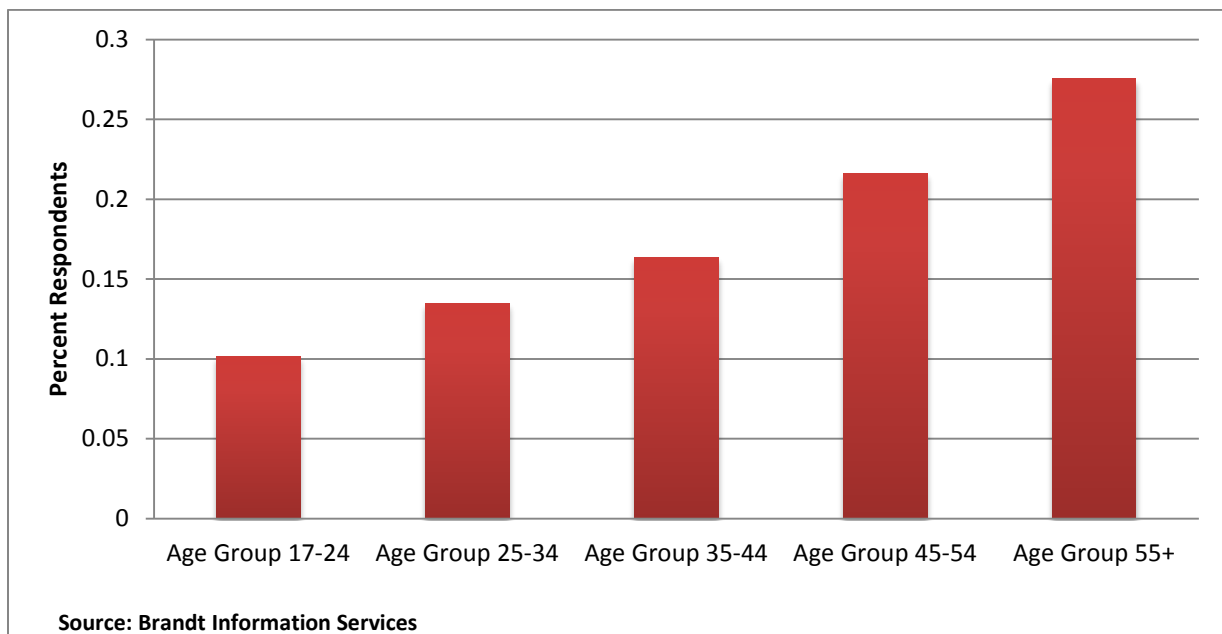
Those with an associates/vocation degree or higher tended to rate their experience as slightly more satisfying than those without a degree. Those with a degree reported an average rating of 8.03 and those without reported an average rating of 7.97. Veterans who used online services rated their experience at 7.88 and 31 percent of those who provided a rating gave a 7 and 25 percent gave a 10.

**Did you contact the Employment Support Center?
What was your satisfaction with the employment Support Center on a scale from 1 to 10, with 1 meaning “very dissatisfied” and 10 meaning “very satisfied”?**

While over 78 percent of the respondents received services online, only 17 percent contacted the Employment Support Center (ESC). The ESC offers many of the same services that are provided in person at the one-stop locations over the phone. PHWB plans on expanding these services based on the results of this survey.

Over 18 percent of Male respondents and 15 percent of the Female respondents contacted the ESC. Older respondents were more likely to report that they contacted the ESC than younger respondents. Only 10 percent 17-24 year Age Group reported contacting the center, where as 28 percent of the 55 and over group reported contacting the center.

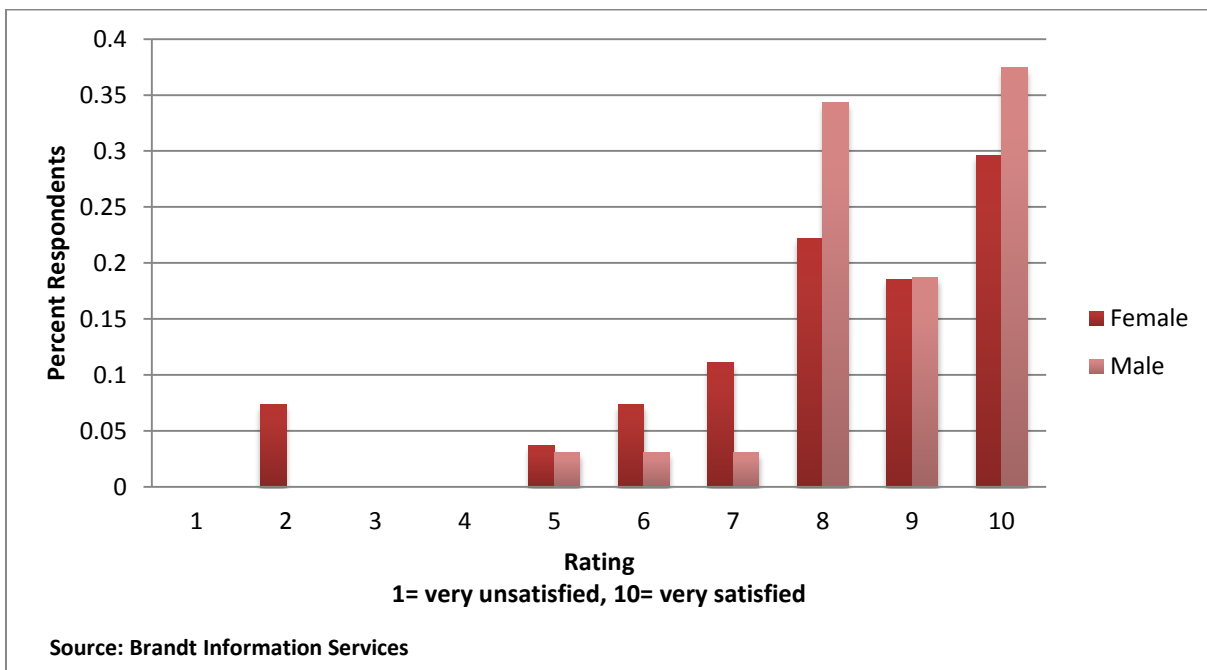
*Figure 4:
Employment Support Center Usage by Age*



Where 84 percent of the veterans surveyed used online services, only 26 percent contacted the ESC. Of those who did use the ESC, all provided a rating of 9 or 10.

Of those who contacted the ESC, 34 percent were very satisfied (rating of 10) with the services they received. The overall average rating was 8.39. Fewer than 7 percent said that their satisfaction level was a 5 or less. In general, men gave a more favorable rating on their experience with the Employment Support Center. The average rating for Men is 8.75 while the average rating for Women is 7.96.

Figure 5:
Employment Support Center Usage by Age



Satisfaction with the ESC also seemed to increase with age, where 17-24 year olds reported an average rating of 7.17 and 55 and over reported a rating of 9. The 25-34 year old group reported the highest ESC related satisfactory rating of 9.3.

Which services did you use from the Employment Support Center?

Nearly half of those who contacted the ESC received resume critiquing services. The least used service provided by the ESC is referrals screening assistance. Of those who received critiquing resume, 62 percent were women. Of those who received help filing unemployment insurance claim, 70 percent were men. The table below displays the percent of estimated participants who use each service provided by the ESC.

Figure 6:
Services Used through Employment Support Center

| Services | Estimate | Percent |
|-----------------------------------|-----------------|----------------|
| Referrals screening assistance | 15 | 10% |
| Setting up a virtual recruiter | 27 | 19% |
| Using assessment tools | 22 | 15% |
| Critiquing your resume | 72 | 49% |
| Help filing an unemployment claim | 50 | 34% |
| Other | 27 | 19% |
| Total | 214 | |

Source: Brandt Information Services

Those with a High School diploma or GED are most likely to have used the ESC for assessment tools or resume critiquing (7 and 8 percent), while those with an advance degree were most likely to report using the ESC for resume critiquing (14 percent). Only 20 percent of 35-44 year old group reported using the resume critiquing services provided by ESC, whereas at least a third of all other Age Groups reported using the service. On the other hand, a larger portion of the 35-44 year olds reported using the referrals screening assistance, also 20 percent, than any other Age Group. Twenty-seven percent of the 25-34 year old group reported using the ESC for help setting up a Virtual Recruiter.

Did you need any other help or services that I have not mentioned (or needed services not offered)?

There were only 14 respondents stated that they need help or services that are not offered by PHWB. Those services include: basic computer training, course listing from the local community college, job fairs, and a focus on higher skilled job openings.

Those with a High School or GED and those with an Advanced degree were the most likely to report needing help with services not offered. Those with high level degrees reported being interested in services relating to higher skilled occupations.

What is your overall satisfaction with the services provided on a scale from 1 to 10, with 1 meaning “very dissatisfied” and 10 meaning “very satisfied”?

Overall satisfaction with PHWB's services was rated at an average of 8.42. Only 9 percent of respondents gave a satisfaction ranking of 5, and even fewer rated the services below a 5 (5 percent). Approximately 85 percent rated their satisfaction above 5. Over a third of the respondents provided the highest satisfaction rating of 10. Even though women tended to give lower ratings on specific services, their overall satisfaction rating was slightly higher than that for the men. More women tended to give a rating of 10 than men. Men and Women with Bachelor's degrees had the largest variation in their overall

ratings. The men in this category gave an overall rating of 7.86 and the women gave a rating of 8.95. In general, men and women were within half a point for the overall rating when evaluated by education level.

Considering all of the expectations you may have had about the services, to what extent have the services met your expectations on a scale from 1 to 10, with 1 meaning “very dissatisfied” and 10 meaning “very satisfied”?

The final question in the survey asked respondents to consider their expectations about the services provided by PHWB and rate their satisfaction on a scale from 1 to 10. Given their expectations, respondents ranked their satisfaction with the extent to which the services provided by PHWB met them at an average of 7.9, slightly lower than their overall satisfaction rating. There were 38 respondents who provided a rating of 5 (12 percent), however 248 (79 percent) respondents rated their satisfaction met above a 5. The average ratings provided by men and women did not vary from the overall average.

Not much variation exists across education levels for overall satisfaction however, there were some noticeable differences in ratings for services against expectations. Those with Some College and those with less than a High School diploma rated their satisfaction with how services met their expectations the lowest at 7.5. Those with Bachelor's degree gave the highest rating with 8.18. The 25-34 Age Group tended to provide the most favorable ratings for overall satisfaction and satisfaction related to expectations (8.71 and 8.38). The 35-44 Age Group tended to give the lowest ratings with 8.15 and 7.33.

Labor Force Participants

Since the Labor Force Participant sample file was provided by a third party vendor, background information related to the survey participants is limited. In order to minimize respondent burden, these questions were not included in the survey, although this does diminish the ability to analyze results by demographics.

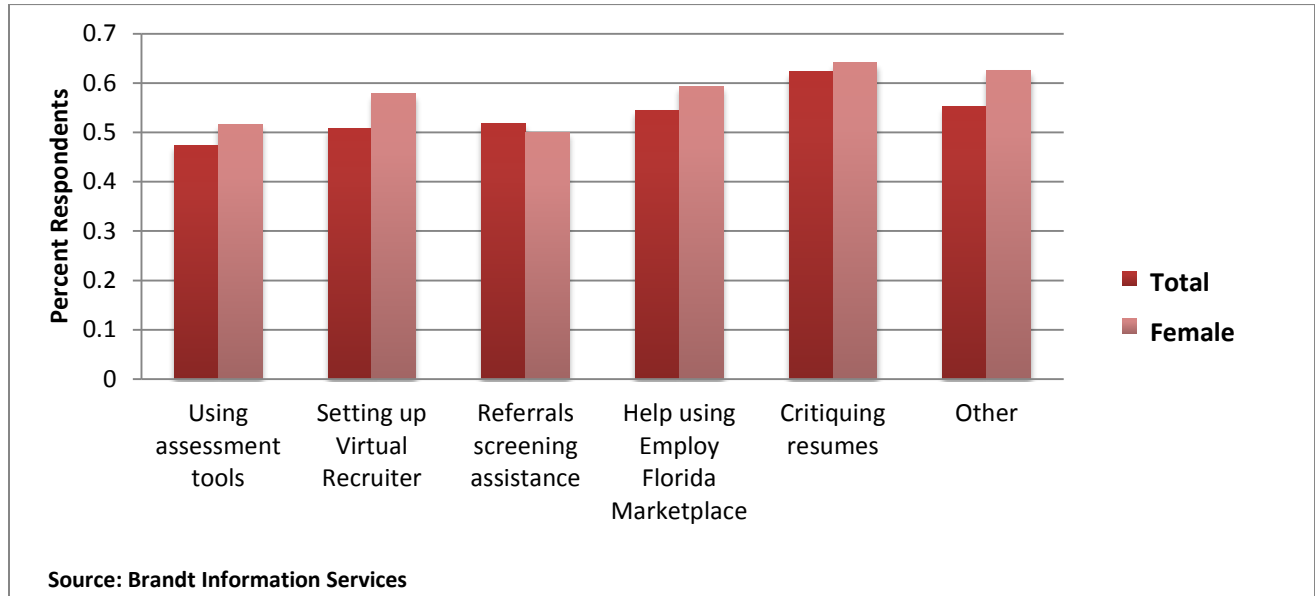
Are you aware of the services provided by the Agency including those for job search assistance, filing unemployment benefits claims, career exploration?

Of the 289 respondents surveyed, 38 percent were aware of the services offered by PHWB. A majority of the respondents were men (62 percent) however only 35 percent reported being aware of PHWB. A much higher proportion of female respondents, 44 percent, reported being aware of PHWB services.

Which of the following services are you aware of?

Of those aware of services, the most recognized service is resume critiquing. Approximately twenty one percent are aware of PHWB's offerings to help individuals use EFM and twenty one percent are aware of their services related assisting with referral screening and virtual recruiter. Men who were aware of the services offered by Career Central tended to be more aware than women of the availability of assistance setting up a virtual recruiter and help using EFM.

**Figure 7:
Female Awareness of Services**



Do you have a computer at home? If not, can you use a computer with internet somewhere other than at home?

Most respondents, 88 percent, have access to a computer at home. Female respondents were slightly more likely than men to have access to a computer at home. Of the 12 percent who do not have access at home, all have access to a computer elsewhere. Roughly 22 percent have access through a public library and another 21 percent have access through friend or relative. The only respondent who chose the "other" option stated that they have access to a computer at the Workforce Center. 5 percent of the respondents stated that they have no access to a computer.

Would you be willing to use the on-line services to assist in your job search, career exploration, and to help with your additional workforce or support service needs?

Two thirds of the respondents stated that they would be willing to use the on-line services to assist in their job search, career exploration, and to help with their additional workforce or support service needs. Female respondents tended to report more interested in using online services than men (69 percent and 66 percent respectively).

How could PHWB make it easier for you with job search, reemployment services, support services, or career assistance?

When asked, "How could PH make it easier for you with job search, reemployment services, support services, or career assistance?" 28 percent stated that they do not need assistance. Of the remaining respondents, 18 percent would like to see better online services for job searches and 15 percent would

like more convenient one-stop locations. Approximately 13 percent would like more access to computers in libraries and schools. 12 percent would like more help to be available over the phone. 45 percent of the respondents selected the "Other" category. The suggestions provided by respondents include:

- More personalized one-on-one services,
- Advertisement, including Social Media, and
- Expand Centers/More locations.

Of those who offered other suggestions, 37 percent would like to see more advertisement, including social media. 12 percent would like to see expanded centers or more locations offered and 7 percent would like to have more personalized one-on-one services.

Conclusions

The main conclusions to be drawn from these surveys is that the services offered by the Pasco-Hernando Workforce Board are highly satisfactory for those who use them, however a significant portion of the labor force in the two counties served by the PHWB is unaware of those services. The goal of these surveys is to provide a baseline for comparison once PHWB has fully implemented their technology updates and will be conducted again to measure changes in satisfaction and population awareness.

Appendix: Survey Questionnaires

Draft Career Central Customer Satisfaction Survey

EFM Registrants

1. Have you used the services of **Career Central** or registered on Employ Florida Marketplace (EFM) seeking employment, seeking help with an unemployment claim, finding training or schools, or any other employment assistance services? ***If NO prompt to question 12. If still NO (never registered EFM or used Career Central, Go to Residents Module).***

| RESPONSE Code |
|-----------------------|
| 1 - Yes |
| 2 - No |
| 7 - Don't Know |
| 8 - Refused |
| <blank> Not Specified |

2. (If YES to 1). Did **Career Central** assist you in finding a job?

| RESPONSE Code |
|------------------------|
| 1 - Yes |
| 2 - No |
| 7 - Don't Know |
| 8 - Refused |
| <blank> if no response |

3. How did you find out about **Career Central**?

RESPONSE Code

9 - Used services before

10 –Advertisements/local media

11 –Told to go by UC claims

12 –Found on-line while doing job search

13– Friends, co-workers, or relatives knew of services

14– Other means, list other means

<blank> if no response

4. Did you receive any of the following reemployment or career services from **Career Central Staff**?

RESPONSE Code

43 - Assistance developing an individual employment plan

44 - Assistance deciding on the best training to take

45 - Support during a job search or training

Insert other services per PHWB

6 - None

7 - Don't know

8 - Refused

(if none, refused, or DN, skip to Q12)

5. Were you treated with respect by **Career Central Staff**?

| RESPONSE Code |
|------------------------|
| 1 - Yes |
| 2 - No |
| 7 - Don't Know |
| 8 - Refused |
| <blank> if no response |

6. Was the career center staff knowledgeable and helpful?

| RESPONSE Code |
|------------------------|
| 1 - Yes |
| 2 - No |
| 7 - Don't Know |
| 8 - Refused |
| <blank> if no response |

7. Were you provided services in a timely manner?

| RESPONSE Code |
|------------------------|
| 1 - Yes |
| 2 - No |
| 7 - Don't Know |
| 8 - Refused |
| <blank> if no response |

8. Were the locations of the one-stop centers convenient?

| RESPONSE Code |
|------------------------|
| 1 - Yes |
| 2 - No |
| 7 - Don't Know |
| 8 - Refused |
| <blank> if no response |

9. Did you use any of the on-line services such as Employ Florida Marketplace?

| RESPONSE Code |
|------------------------|
| 1 - Yes |
| 2 - No |
| 7 - Don't Know |
| 8 - Refused |
| <blank> if no response |

If YES, how would you rate these services? (Scale of 1-10)

where "1" means "Very Dissatisfied" and "10" means "Very Satisfied"

| | |
|---------|------------------------|
| 01-12 | 01-12 |
| <blank> | <blank> if no response |

10. Did you contact the **Career Central** Support Center? *If NO Skip to 16*

| RESPONSE Code |
|------------------------|
| 1 - Yes |
| 2 - No |
| 7 - Don't Know |
| 8 - Refused |
| <blank> if no response |

11. If YES, what is your satisfaction with the Support Center- Utilizing a scale of 1 to 10 where “1” means “Very Dissatisfied” and “10” means “Very Satisfied

| RESPONSE Code |
|------------------------|
| 01-12 |
| <blank> if no response |

12. Which services did you use from the **Career Central** Support Center?

| RESPONSE Code |
|---|
| 15 – Referrals screening assistance |
| 16 – Setting up a Virtual Recruiter |
| 17 – Critiquing your resumes |
| 18 – Using assessment tools |
| 19 – Other support (specify) |
| 20 – Help with filing an unemployment claim |
| <blank> if no response |

13. Did you need any other help or services that I have not mentioned (for needed services not offered)?

| RESPONSE Code |
|-----------------------------------|
| 1 - Yes |
| 2 - No |
| 7 - Don't Know |
| 8 - Refused |
| 21 - List Needed Help/Services |
| <blank> if no response |

14. What is your overall satisfaction with the services provided by **Career Central**? - Utilizing a scale of 1 to 10 where “1” means “Very Dissatisfied” and “10” means “Very Satisfied.”

| RESPONSE Code |
|------------------------|
| 01-12 |
| <blank> if no response |

15. Considering all of the expectations you may have had about the services, to what extent have the services met your expectations? “1” now means “Falls Short of Your Expectations” and “10” means “Exceeds Your Expectations.”

| RESPONSE Code |
|------------------------|
| 01-12 |
| <blank> if no response |

Resident Module

Awareness/Use of Services Survey for Resident

Skip Pattern if EFM Registrant Question 1 fails (NO for EFM registrant, use of Career Central Services)

1. Are you aware of the services provided by **Career Central** for job search assistance, filing unemployment benefits claims, career exploration, and other services?

| RESPONSE Code |
|------------------------|
| 1 - Yes |
| 2 – No (Skip to 3) |
| 7 - Don't Know |
| 8 - Refused |
| <blank> if no response |

2. Which of the following services are you aware of?

| RESPONSE Code |
|--|
| 23 – Referrals screening assistance for job openings |
| 24 – Setting up a Virtual Recruiter |
| 25 – Critiquing your resumes |
| 26 – Using assessment tools |
| 27 – Help using Employ Florida Marketplace |
| 28 – Help with filing an unemployment claim |
| 29 – Other support (specify) |

<blank> if no response

3. Do you have a computer at home with an internet connection?

RESPONSE Code

1 – Yes (Skip to 5)

2 – No

8 - Refused

<blank> if no response

4. Can you use a computer with internet somewhere other than at home?

RESPONSE Code

30 – In a public library

31 – At school

32 – At a friend’s or relative’s house

33– At work

34 – Other

<blank> if no response

5. Would you be willing to use on-line services to assist in your job search, career exploration, and to help with your additional workforce or support service needs?

| RESPONSE Code |
|------------------------|
| 1 - Yes |
| 2 - No |
| 7 - Don't Know |
| 8 - Refused |
| <blank> if no response |

6. How could **Career Central** make it easier for you with job search, reemployment services, support services, or career assistance?

| RESPONSE Code |
|--|
| 35 – Better locations of one-stops |
| 36 – Better on-line services for job search |
| 37 – Improved In-person assistance with finding a job at career centers |
| 38 – More help over the phone on how to find a job, advance my career, find training, file an unemployment claim |
| 39 – More information on-line about job openings information, career information, schools and training |
| 40 – More computers in libraries and schools for job search and other services |
| 41 – Other (Specify) |

| |
|---|
| 42 – I can find my own job, don't need help or assistance |
|---|

| |
|------------------------|
| <blank> if no response |
|------------------------|