

Making ends meet: How discount schemes can support key workers in the cost-of-living crisis and improve recruitment and retention



Client: Network

Fieldwork dates: 17 March 2022 to 31 March 2022

Interview method: Online

Population effectively sampled: UK adults working in healthcare, social care, and education who are members of Health Services Discounts, Discounts for Carers, or Discounts for Teachers

Online sampling method: A sample was drawn by sending an email to members of Health Services Discounts, Discounts for Carers, and Discounts for Teacher inviting them to complete the survey

Sample size: 1,028

Presentation of questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, including all response codes and the bases for all demographics.

In all questions where the responses are a list of parties, names, or statements, these will typically have been displayed to respondents in a randomising order.

Questions where there is a 'natural order' to responses (e.g., numerical responses, ordinal scales such as 'strongly disagree' to 'strongly agree', or factual questions (e.g., demographics) will not have been randomised.

Some questions may not have been asked to all respondents, for example in cases where they were filtered based on answers to previous questions to ensure that respondents were only asked relevant questions. This will affect the base size of the question.

Further enquiries: research@wacomms.co.uk

British Polling Council: WA Communications is a member of the British Polling Council and abides by its rules <https://www.britishpollingcouncil.org/>

Q10: In general, how happy are you going to work every day?

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 – Very unhappy	2%	0%	1%	1%	3%	1%	0%	1%	2%
1	2%	0%	1%	1%	2%	2%	0%	2%	1%
2	3%	4%	2%	4%	3%	1%	0%	2%	3%
3	3%	0%	4%	4%	2%	1%	0%	3%	2%
4	4%	8%	4%	5%	4%	5%	0%	5%	2%
5	12%	25%	14%	10%	12%	11%	14%	12%	10%
6	13%	13%	15%	15%	11%	9%	14%	12%	15%
7	21%	13%	27%	23%	20%	16%	9%	20%	25%
8	19%	17%	17%	17%	20%	22%	14%	20%	14%
9	9%	13%	8%	7%	9%	10%	5%	9%	7%
10 – Very happy	15%	8%	7%	14%	13%	22%	45%	13%	19%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q10: How motivated are you to perform your job to the best of your ability?

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 – Highly demotivated	1%	0%	1%	1%	1%	1%	0%	1%	1%
1	0%	0%	0%	0%	0%	0%	0%	0%	0%
2	2%	0%	3%	3%	2%	2%	0%	2%	3%
3	2%	0%	1%	3%	1%	2%	0%	2%	1%
4	2%	0%	3%	2%	3%	1%	0%	2%	2%
5	7%	0%	7%	7%	9%	7%	0%	7%	7%
6	6%	8%	7%	6%	6%	6%	14%	6%	8%
7	16%	13%	22%	18%	15%	11%	5%	16%	17%
8	22%	38%	25%	24%	18%	21%	9%	22%	22%
9	15%	21%	13%	12%	15%	18%	23%	14%	15%
10 – Highly motivated	27%	21%	19%	23%	31%	31%	50%	28%	24%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q10: How valued do you feel by your employer?

Column %	How old are you?						Are you?		
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 – Not valued at all	4%	4%	4%	4%	4%	3%	0%	3%	5%
1	3%	4%	3%	2%	3%	3%	0%	3%	3%
2	4%	4%	4%	6%	4%	3%	0%	5%	2%
3	6%	13%	6%	5%	7%	4%	5%	6%	6%
4	5%	8%	7%	6%	5%	5%	0%	5%	6%
5	14%	17%	14%	15%	13%	14%	18%	14%	12%
6	11%	0%	14%	9%	12%	9%	14%	10%	16%
7	16%	21%	21%	15%	14%	15%	18%	16%	14%
8	14%	13%	10%	15%	14%	18%	18%	15%	14%
9	9%	4%	9%	8%	10%	8%	18%	9%	8%
10 – Very highly valued	14%	13%	9%	14%	15%	19%	9%	14%	14%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Pay

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 - Very dissatisfied	6%	0%	2%	5%	7%	9%	0%	6%	5%
1	3%	4%	4%	2%	4%	4%	5%	4%	2%
2	7%	13%	7%	7%	8%	5%	9%	7%	7%
3	7%	4%	10%	5%	8%	8%	5%	7%	9%
4	8%	4%	7%	9%	8%	11%	5%	9%	7%
5	18%	29%	18%	20%	17%	15%	18%	19%	13%
6	15%	17%	20%	20%	11%	12%	0%	14%	19%
7	13%	13%	15%	11%	13%	12%	9%	12%	13%
8	12%	8%	11%	14%	14%	9%	5%	12%	14%
9	6%	0%	2%	5%	6%	10%	18%	6%	6%
10 - Very satisfied	5%	8%	4%	3%	5%	6%	27%	5%	6%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Other benefits (not salary)

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 - Very dissatisfied	12%	8%	10%	14%	13%	8%	9%	12%	10%
1	6%	4%	5%	8%	5%	6%	5%	7%	5%
2	9%	8%	7%	9%	10%	7%	14%	10%	4%
3	9%	8%	12%	9%	8%	10%	5%	9%	10%
4	8%	8%	9%	6%	6%	11%	0%	8%	6%
5	19%	29%	16%	17%	21%	21%	14%	18%	20%
6	10%	13%	16%	9%	9%	10%	0%	10%	11%
7	10%	0%	11%	11%	9%	9%	5%	9%	12%
8	9%	17%	6%	10%	9%	9%	32%	9%	12%
9	5%	0%	5%	4%	6%	4%	9%	4%	5%
10 - Very satisfied	4%	4%	3%	4%	3%	6%	9%	4%	5%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Opportunities for development and progression

Column %	How old are you?						Are you?		
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 - Very dissatisfied	5%	4%	3%	6%	7%	4%	0%	6%	4%
1	3%	0%	3%	3%	5%	2%	5%	3%	3%
2	5%	8%	4%	6%	6%	4%	9%	4%	8%
3	5%	8%	6%	6%	5%	5%	0%	6%	5%
4	7%	8%	9%	6%	7%	8%	0%	7%	9%
5	18%	17%	15%	17%	19%	19%	27%	18%	17%
6	12%	8%	13%	12%	11%	13%	5%	12%	12%
7	15%	13%	20%	16%	13%	14%	18%	16%	16%
8	14%	8%	14%	14%	12%	14%	23%	14%	10%
9	6%	4%	7%	6%	7%	6%	5%	6%	7%
10 - Very satisfied	8%	21%	6%	8%	7%	11%	9%	8%	8%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Fulfilling and engaging work

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 - Very dissatisfied	1%	0%	0%	1%	2%	1%	0%	1%	2%
1	1%	0%	1%	1%	1%	0%	0%	1%	0%
2	2%	4%	3%	2%	3%	1%	0%	2%	3%
3	3%	0%	3%	4%	3%	3%	0%	3%	4%
4	4%	8%	4%	5%	5%	4%	0%	4%	6%
5	10%	4%	13%	8%	9%	10%	5%	10%	7%
6	10%	21%	10%	9%	8%	11%	23%	9%	12%
7	18%	13%	24%	23%	16%	11%	9%	17%	24%
8	21%	21%	17%	23%	22%	19%	18%	21%	18%
9	14%	13%	9%	10%	16%	20%	9%	14%	11%
10 - Very satisfied	16%	17%	15%	14%	15%	20%	36%	17%	14%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Work-life balance

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 - Very dissatisfied	4%	4%	4%	4%	5%	3%	0%	4%	4%
1	2%	4%	2%	2%	3%	0%	0%	2%	2%
2	4%	8%	2%	5%	5%	3%	5%	4%	4%
3	6%	13%	6%	8%	5%	5%	5%	7%	5%
4	7%	8%	8%	8%	6%	5%	0%	7%	7%
5	13%	17%	16%	10%	13%	14%	9%	13%	12%
6	10%	17%	14%	8%	8%	9%	5%	10%	9%
7	18%	13%	17%	20%	15%	19%	14%	17%	21%
8	14%	4%	15%	15%	16%	12%	5%	14%	14%
9	9%	4%	7%	8%	9%	11%	18%	9%	8%
10 - Very satisfied	13%	8%	9%	10%	14%	18%	41%	13%	14%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Job security

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 - Very dissatisfied	2%	4%	2%	2%	2%	0%	0%	2%	2%
1	2%	0%	1%	2%	2%	1%	0%	1%	1%
2	1%	8%	0%	1%	2%	2%	0%	1%	2%
3	2%	4%	2%	3%	3%	1%	0%	3%	0%
4	2%	4%	2%	2%	2%	2%	9%	2%	4%
5	8%	4%	7%	8%	10%	8%	9%	8%	8%
6	7%	0%	8%	8%	8%	6%	0%	7%	6%
7	16%	13%	15%	19%	15%	14%	9%	15%	16%
8	21%	21%	22%	21%	21%	19%	14%	20%	25%
9	14%	4%	12%	13%	15%	17%	14%	14%	14%
10 - Very satisfied	25%	38%	28%	20%	21%	29%	45%	25%	22%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Feeling part of a team

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 - Very dissatisfied	3%	4%	1%	3%	4%	3%	0%	3%	2%
1	2%	0%	1%	2%	2%	3%	0%	2%	1%
2	2%	8%	2%	3%	3%	1%	5%	2%	4%
3	4%	4%	3%	3%	5%	4%	5%	3%	5%
4	5%	4%	5%	6%	5%	7%	0%	5%	5%
5	10%	4%	10%	9%	12%	7%	9%	10%	8%
6	8%	0%	12%	10%	6%	7%	0%	8%	10%
7	15%	17%	21%	13%	16%	11%	23%	15%	17%
8	19%	21%	16%	21%	19%	19%	32%	19%	21%
9	13%	13%	11%	10%	13%	17%	14%	13%	10%
10 - Very satisfied	19%	25%	17%	21%	17%	23%	14%	20%	16%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Overall job satisfaction

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 - Very dissatisfied	2%	0%	2%	1%	3%	3%	0%	2%	2%
1	1%	0%	0%	1%	1%	1%	0%	1%	1%
2	3%	0%	3%	3%	4%	2%	0%	3%	3%
3	3%	0%	2%	4%	5%	3%	0%	4%	2%
4	4%	8%	4%	5%	4%	2%	0%	3%	4%
5	11%	25%	11%	13%	10%	11%	9%	11%	12%
6	13%	17%	15%	14%	11%	10%	14%	13%	12%
7	20%	17%	27%	19%	20%	15%	9%	19%	23%
8	21%	13%	25%	19%	20%	21%	23%	22%	16%
9	11%	17%	5%	9%	12%	16%	18%	11%	11%
10 - Very satisfied	11%	4%	6%	12%	11%	16%	27%	11%	14%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q13: How likely are you to recommend your employer to friends and family?

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 - Not likely at all	7%	4%	5%	7%	11%	5%	5%	6%	9%
1	2%	4%	0%	3%	2%	2%	0%	2%	1%
2	3%	4%	4%	2%	3%	3%	0%	4%	1%
3	3%	0%	5%	3%	3%	3%	0%	4%	1%
4	5%	17%	6%	6%	3%	4%	0%	5%	6%
5	13%	17%	14%	14%	12%	14%	5%	13%	12%
6	10%	17%	13%	11%	9%	7%	5%	9%	12%
7	15%	13%	18%	13%	16%	13%	18%	14%	17%
8	16%	13%	15%	14%	15%	21%	23%	16%	17%
9	9%	8%	8%	9%	9%	9%	23%	9%	10%
10 - Extremely likely	17%	4%	11%	18%	16%	20%	23%	17%	14%
NPS: Detractors (0-6)	43%	63%	47%	45%	44%	37%	14%	43%	42%
NPS: Passives (7+8)	31%	25%	33%	27%	30%	34%	41%	30%	34%
NPS: Promoters (9+10)	26%	13%	20%	27%	26%	29%	45%	26%	24%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q15. By using Health Service Discounts/Discounts For Carers/Discounts for Teachers roughly how much money do you think you save each month in each of the following categories?

Average amount saved by those respondents who made savings in each area of spend:

Column average	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
Gas / electric / utility bills	17.8	6.4	18.7	24.6	11.8	15.1	26.7	17.6	17.0
Phone / broadband / mobile / TV bills	15.5	23.3	10.4	19.4	13.5	18.6	19.0	16.6	10.9
Groceries	21.6	22.5	24.5	22.7	17.6	22.6	23.8	21.7	20.6
Car / home / life / other insurance	24.1	40.8	22.2	28.5	20.6	20.5	28.7	23.4	23.7
Transport & travel – e.g. car costs, train tickets, etc.	22.1	16.8	25.9	23.6	18.1	17.8	31.8	22.3	19.6
Entertainment – e.g. drinks, eating out, days out, cinema, gym membership, etc.	22.0	21.2	25.8	21.8	19.6	20.4	24.6	22.5	18.0
All other “Shopping” – e.g. clothing, electricals, homewares, health & beauty, etc.	28.2	31.5	30.7	26.7	27.0	29.2	26.8	28.6	25.2
Holidays (including a savings pot for holidays)	37.4	36.2	40.5	35.5	39.3	36.3	28.4	38.7	32.7

n = 117 to 794 Network discount members

Q17. Overall, how would you describe your current financial situation?

Column %	How old are you?							Are you?		Industry		
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male	Care	Health	Education
A very difficult situation – heavily in debt	2%	0%	1%	2%	2%	3%	0%	2%	2%	0%	2%	2%
Falling a little behind, relying a bit on credit	8%	8%	6%	10%	11%	5%	0%	8%	8%	10%	8%	8%
Making ends meet, but no more	25%	13%	20%	26%	27%	26%	18%	25%	21%	29%	23%	25%
Doing ok	44%	58%	54%	43%	40%	40%	23%	44%	42%	46%	44%	43%
Comfortable	18%	21%	16%	17%	16%	21%	45%	17%	22%	15%	20%	17%
Very comfortable	4%	0%	4%	2%	3%	6%	14%	4%	4%	1%	3%	5%
Column n	1,128	24	212	311	331	228	22	906	212	136	473	519

n = 1,128 Network discount members

Q20: Do you think that the savings and discounts you access through Health Service Discounts/Discounts For Carers/Discounts for Teachers allow you to have a higher quality of life than you would do otherwise, or not?

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
0 - No, not at all - it makes no difference to my quality of life	9%	4%	6%	8%	11%	11%	14%	9%	9%
1	8%	4%	8%	6%	9%	10%	5%	8%	9%
2	9%	8%	8%	10%	11%	8%	0%	9%	10%
3	10%	0%	11%	10%	9%	11%	14%	10%	8%
4	14%	4%	11%	14%	14%	16%	14%	14%	14%
5	12%	17%	11%	14%	11%	13%	14%	13%	11%
6	21%	33%	24%	22%	20%	19%	9%	21%	23%
7	11%	13%	12%	11%	10%	9%	27%	11%	10%
8	3%	4%	5%	2%	3%	2%	0%	3%	2%
9	1%	8%	2%	1%	1%	1%	0%	1%	1%
10 - Yes, a great deal - my quality of life is much better	1%	4%	3%	1%	0%	1%	5%	1%	2%
NET Higher quality of life (1-10)	91%	96%	94%	92%	89%	89%	86%	91%	91%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Q21: To what extent, if at all, is your loyalty to your role/sector impacted by the fact you have access to Health Service Discounts/Discounts For Carers/Discounts for Teachers and, if you have one, an Ode cashback card?

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Female	Male
Doesn't affect how loyal I feel towards my role/sector	54%	42%	47%	51%	56%	62%	55%	55%	47%
Makes me feel slightly more loyal towards my role/sector	21%	29%	19%	22%	21%	19%	14%	21%	20%
Makes me feel a fair amount more loyal towards my role/sector	18%	17%	23%	21%	15%	13%	18%	16%	25%
Makes me feel much more loyal towards my role/sector	8%	13%	11%	6%	8%	6%	14%	8%	8%
NET: More loyal	46%	58%	53%	49%	44%	38%	45%	45%	53%
Column n	1,128	24	212	311	331	228	22	906	212

n = 1,128 Network discount members

Making ends meet: How discount schemes can support key workers in the cost-of-living crisis and improve recruitment and retention



Client: Network

Fieldwork dates: 1 April 2022 to 13 April 2022

Interview method: Online

Population effectively sampled: UK adults working in healthcare, social care, and education who do not have a work-provided discount card

Online sampling method: A sample was drawn from an online sample provider, with quotas set to approximately match the age, gender, and occupation demographics of the sample of Network discount members

Sample size: 904

Presentation of questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, including all response codes and the bases for all demographics.

In all questions where the responses are a list of parties, names, or statements, these will typically have been displayed to respondents in a randomising order.

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Further enquiries: research@wacomms.co.uk

British Polling Council: WA Communications is a member of the British Polling Council and abides by its rules <https://www.britishpollingcouncil.org/>

Q10: In general, how happy are you going to work every day?

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 – Very unhappy	4%	0%	4%	3%	5%	5%	0%	6%	3%
1	1%	0%	2%	1%	2%	0%	0%	0%	2%
2	3%	6%	2%	5%	4%	1%	4%	2%	4%
3	5%	6%	6%	5%	6%	6%	0%	5%	6%
4	6%	14%	5%	5%	7%	9%	4%	7%	6%
5	12%	11%	14%	13%	11%	11%	8%	13%	12%
6	12%	14%	14%	13%	9%	14%	17%	14%	12%
7	20%	20%	23%	22%	19%	13%	17%	18%	20%
8	19%	17%	18%	18%	17%	25%	25%	18%	19%
9	8%	6%	3%	8%	12%	8%	13%	9%	8%
10 – Very happy	9%	6%	10%	8%	9%	8%	13%	9%	9%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q10: How valued do you feel by your employer?

Column %	How old are you?						Are you?		
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 – Not valued at all	6%	3%	5%	8%	7%	5%	0%	6%	6%
1	3%	3%	2%	4%	2%	1%	8%	2%	3%
2	6%	11%	8%	6%	6%	5%	0%	11%	5%
3	6%	14%	7%	6%	6%	3%	4%	4%	7%
4	6%	6%	7%	5%	7%	8%	4%	7%	6%
5	12%	9%	11%	13%	11%	11%	13%	8%	13%
6	13%	9%	13%	14%	11%	13%	13%	9%	13%
7	14%	9%	18%	13%	12%	14%	8%	15%	13%
8	17%	11%	13%	15%	19%	23%	29%	22%	15%
9	8%	17%	7%	6%	8%	11%	8%	8%	8%
10 – Very highly valued	10%	9%	10%	10%	11%	6%	13%	9%	10%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q10: How motivated are you to perform your job to the best of your ability?

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 – Highly demotivated	2%	0%	3%	3%	2%	3%	0%	4%	2%
1	1%	0%	0%	2%	1%	1%	0%	1%	1%
2	2%	3%	2%	3%	3%	1%	0%	3%	2%
3	3%	6%	5%	1%	4%	1%	0%	3%	3%
4	5%	20%	5%	4%	4%	4%	4%	7%	4%
5	9%	3%	10%	10%	8%	8%	8%	7%	9%
6	10%	14%	13%	10%	7%	11%	0%	8%	11%
7	14%	9%	15%	17%	12%	11%	8%	14%	14%
8	22%	23%	13%	23%	24%	26%	29%	22%	21%
9	15%	9%	14%	15%	11%	21%	29%	17%	14%
10 – Highly motivated	18%	14%	20%	14%	22%	14%	21%	15%	18%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Pay

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 - Very dissatisfied	8%	9%	5%	8%	10%	6%	4%	5%	8%
1	3%	6%	3%	2%	3%	2%	0%	1%	3%
2	6%	11%	6%	6%	4%	7%	8%	5%	6%
3	7%	6%	6%	9%	7%	5%	8%	6%	7%
4	9%	17%	7%	10%	9%	12%	0%	12%	9%
5	14%	6%	17%	11%	15%	14%	13%	15%	13%
6	15%	9%	18%	16%	9%	16%	21%	15%	15%
7	16%	20%	20%	16%	16%	11%	17%	17%	16%
8	13%	9%	10%	11%	17%	14%	17%	15%	12%
9	6%	3%	6%	6%	6%	7%	13%	5%	7%
10 - Very satisfied	4%	6%	2%	4%	4%	5%	0%	5%	3%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Other benefits (not salary)

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 - Very dissatisfied	17%	26%	14%	16%	20%	17%	0%	13%	18%
1	7%	11%	6%	8%	5%	9%	4%	5%	8%
2	9%	0%	10%	10%	10%	6%	17%	14%	8%
3	9%	11%	11%	9%	7%	11%	8%	8%	10%
4	10%	9%	11%	11%	9%	6%	8%	7%	11%
5	21%	14%	19%	22%	16%	26%	46%	20%	21%
6	10%	11%	12%	8%	8%	11%	4%	11%	9%
7	7%	3%	8%	7%	8%	5%	0%	9%	6%
8	6%	6%	6%	5%	10%	2%	8%	7%	6%
9	2%	6%	2%	1%	4%	4%	0%	3%	2%
10 - Very satisfied	3%	3%	3%	3%	3%	2%	4%	4%	3%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Opportunities for development and progression

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 - Very dissatisfied	6%	6%	6%	6%	6%	5%	0%	5%	6%
1	3%	9%	2%	3%	4%	3%	4%	5%	3%
2	6%	9%	5%	8%	5%	3%	4%	6%	5%
3	8%	9%	9%	8%	8%	6%	0%	10%	7%
4	8%	6%	7%	7%	8%	9%	17%	6%	8%
5	18%	17%	13%	18%	16%	24%	33%	16%	18%
6	13%	20%	14%	15%	8%	16%	4%	12%	13%
7	13%	6%	18%	12%	13%	11%	8%	18%	12%
8	13%	9%	15%	11%	17%	9%	21%	12%	14%
9	6%	6%	7%	6%	6%	6%	4%	4%	7%
10 - Very satisfied	7%	6%	5%	7%	8%	7%	4%	7%	7%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Fulfilling and engaging work

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 - Very dissatisfied	3%	0%	3%	3%	5%	3%	0%	4%	3%
1	1%	0%	0%	2%	2%	1%	0%	2%	1%
2	2%	3%	3%	3%	1%	1%	0%	3%	2%
3	4%	11%	6%	5%	4%	0%	0%	6%	4%
4	5%	14%	5%	4%	5%	8%	4%	6%	5%
5	11%	6%	11%	11%	8%	14%	4%	8%	11%
6	13%	9%	15%	15%	12%	9%	4%	15%	13%
7	15%	14%	20%	16%	12%	13%	17%	15%	15%
8	19%	23%	18%	16%	19%	23%	29%	17%	19%
9	11%	9%	8%	11%	10%	16%	25%	11%	12%
10 - Very satisfied	15%	11%	12%	13%	22%	13%	17%	15%	15%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Work-life balance

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 - Very dissatisfied	5%	6%	4%	6%	4%	3%	0%	3%	5%
1	2%	0%	2%	3%	3%	1%	0%	2%	2%
2	3%	6%	4%	4%	4%	1%	4%	5%	3%
3	5%	3%	6%	5%	6%	6%	0%	5%	5%
4	8%	11%	9%	9%	6%	6%	13%	8%	8%
5	13%	9%	14%	14%	13%	9%	8%	14%	12%
6	13%	11%	14%	13%	9%	17%	13%	16%	12%
7	15%	17%	15%	15%	17%	13%	13%	16%	15%
8	16%	17%	13%	13%	19%	20%	25%	15%	16%
9	7%	3%	6%	7%	9%	9%	4%	7%	8%
10 - Very satisfied	13%	17%	13%	12%	11%	14%	21%	10%	14%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Job security

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 - Very dissatisfied	3%	0%	2%	3%	5%	4%	0%	5%	3%
1	2%	3%	1%	3%	1%	1%	0%	2%	2%
2	3%	14%	3%	1%	2%	4%	4%	2%	3%
3	3%	6%	4%	3%	4%	1%	0%	4%	3%
4	6%	3%	6%	8%	6%	3%	0%	2%	7%
5	11%	14%	11%	11%	11%	11%	13%	11%	11%
6	10%	11%	7%	10%	10%	11%	13%	12%	9%
7	16%	11%	20%	18%	13%	16%	13%	17%	16%
8	19%	17%	19%	20%	19%	15%	21%	19%	18%
9	13%	14%	9%	13%	15%	13%	17%	12%	13%
10 - Very satisfied	15%	6%	19%	11%	15%	21%	21%	15%	16%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Feeling part of a team

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 - Very dissatisfied	4%	3%	3%	5%	4%	6%	0%	3%	5%
1	3%	9%	3%	3%	3%	4%	0%	4%	3%
2	4%	11%	3%	6%	3%	1%	4%	4%	4%
3	5%	3%	5%	5%	7%	4%	4%	6%	5%
4	6%	3%	5%	7%	6%	6%	0%	7%	6%
5	11%	3%	11%	10%	10%	11%	25%	10%	11%
6	11%	11%	13%	10%	12%	11%	8%	12%	11%
7	13%	9%	16%	13%	11%	16%	8%	17%	12%
8	18%	20%	18%	18%	16%	18%	25%	15%	18%
9	11%	14%	10%	14%	8%	13%	13%	12%	11%
10 - Very satisfied	13%	14%	15%	9%	19%	11%	13%	11%	14%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q11: Thinking about your current job, how satisfied are you in the following areas? Please rate each area on the following scale, with 0 = very dissatisfied, to 10 = very satisfied.

Overall job satisfaction

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 - Very dissatisfied	4%	0%	3%	5%	5%	4%	0%	5%	4%
1	1%	0%	1%	1%	2%	0%	0%	2%	1%
2	3%	9%	4%	3%	4%	2%	0%	3%	4%
3	4%	3%	5%	4%	4%	2%	4%	5%	3%
4	7%	9%	8%	5%	6%	8%	4%	6%	7%
5	11%	14%	9%	11%	12%	10%	4%	11%	10%
6	15%	20%	16%	18%	12%	14%	13%	17%	15%
7	16%	9%	19%	18%	15%	15%	17%	16%	17%
8	20%	23%	21%	19%	17%	22%	33%	18%	21%
9	10%	9%	7%	9%	11%	14%	17%	9%	11%
10 - Very satisfied	9%	6%	9%	7%	12%	9%	8%	10%	9%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q13: How likely are you to recommend your employer to friends and family?

Column %	How old are you?							Are you?	
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
0 - Not likely at all	9%	9%	8%	10%	11%	7%	8%	9%	10%
1	2%	6%	1%	3%	3%	2%	0%	3%	2%
2	5%	9%	6%	3%	5%	5%	0%	6%	4%
3	5%	6%	7%	5%	7%	4%	0%	8%	5%
4	6%	3%	5%	7%	5%	6%	4%	4%	6%
5	13%	14%	12%	12%	11%	16%	13%	11%	13%
6	12%	6%	11%	15%	11%	11%	13%	14%	12%
7	14%	26%	21%	11%	11%	16%	4%	13%	15%
8	15%	11%	14%	15%	17%	14%	33%	16%	15%
9	7%	0%	6%	7%	6%	9%	13%	6%	7%
10 - Extremely likely	12%	11%	11%	13%	13%	11%	13%	11%	12%
NPS: Detractors (0-6)	52%	51%	49%	55%	53%	50%	38%	54%	51%
NPS: Passives (7+8)	30%	37%	35%	25%	28%	30%	38%	29%	30%
NPS: Promoters (9+10)	19%	11%	17%	20%	19%	20%	25%	17%	19%
Column n	904	35	197	280	227	141	24	196	703

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Q17. Overall, how would you describe your current financial situation?

Column %	How old are you?							Are you?		Industry		
	Total	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female	Health	Social care	Education
A very difficult situation – heavily in debt	3%	3%	3%	1%	4%	3%	0%	2%	3%	3%	3%	2%
Falling a little behind, relying a bit on credit	7%	9%	8%	9%	7%	5%	0%	5%	8%	7%	9%	7%
Making ends meet, but no more	27%	23%	22%	27%	31%	30%	17%	26%	27%	21%	31%	29%
Doing ok	37%	26%	41%	38%	37%	31%	38%	36%	37%	40%	37%	35%
Comfortable	21%	29%	21%	20%	16%	28%	38%	26%	20%	21%	16%	23%
Very comfortable	5%	11%	6%	6%	3%	4%	8%	6%	5%	8%	5%	4%
Column n	904	35	197	280	227	141	24	196	703	266	133	504

n = 904 workers in social care, healthcare, and education who are not members of a discount scheme

Making ends meet: How discount schemes can support key workers in the cost-of-living crisis and improve recruitment and retention



Client: Network

Fieldwork dates: 4 May 2022 to 5 May 2022

Interview method: Online

Population effectively sampled: UK adults aged 18+

Online sampling method: A nationally representative sample was selected at random and the sample was selected in proportion to population distribution.

Sample size: 513 / 525

Data weighting: Data was weighted to the profile of all adults aged 18+. Data was weighted by sex, region, and age. Targets for the weighted data were derived from the Office for National Statistics.

Presentation of questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, including all response codes and the bases for all demographics.

In all questions where the responses are a list of parties, names, or statements, these will typically have been displayed to respondents in a randomising order.

Questions where there is a 'natural order' to responses (e.g., numerical responses, ordinal scales such as 'strongly disagree' to 'strongly agree', or factual questions (e.g., demographics) will not have been randomised.

Some questions may not have been asked to all respondents, for example in cases where they were filtered based on answers to previous questions to ensure that respondents were only asked relevant questions. This will affect the base size of the question.

Further enquiries: research@wacomms.co.uk

British Polling Council: WA Communications is a member of the British Polling Council and abides by its rules <https://www.britishpollingcouncil.org/>

Q1. Imagine you were starting out in your career, to what extent would you consider the following role?

A nurse with a starting salary of £25,655

Column %	Are you?			How old are you?					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
I would take that job	8%	8%	9%	-	13%	8%	9%	8%	8%
Definitely consider it	11%	11%	11%	17%	10%	12%	6%	13%	12%
Probably consider it	22%	23%	22%	28%	18%	20%	30%	22%	18%
Not sure	15%	14%	16%	12%	11%	21%	14%	15%	16%
Probably not consider it	20%	17%	24%	32%	22%	18%	18%	19%	16%
Definitely not consider it	24%	28%	19%	10%	27%	22%	23%	22%	29%
Unweighted column n	513	266	246	49	88	84	82	80	130
Weighted column n	522	265	256	57	96	82	86	74	127

Q1. Imagine you were starting out in your career, to what extent would you consider the following role?

A nurse with a starting salary of £25,655 and access to a discount scheme worth c.£2,300 per year (for all types of items / bills)

Column %	Are you?			How old are you?					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
I would take that job	9%	9%	9%	8%	10%	13%	6%	14%	4%
Definitely consider it	22%	21%	22%	32%	16%	16%	26%	15%	26%
Probably consider it	21%	19%	23%	21%	29%	16%	23%	22%	16%
Not sure	15%	15%	14%	6%	14%	18%	15%	14%	17%
Probably not consider it	17%	18%	16%	17%	16%	21%	12%	15%	19%
Definitely not consider it	17%	18%	16%	15%	15%	16%	18%	20%	18%
Unweighted column n	525	242	281	49	86	87	96	83	124
Weighted column n	535	238	295	60	98	88	91	75	124