

What prevents job-seekers from training? Reframing training access to reduce non-take up

PRE-ANALYSIS PLAN

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This document describes the research design and analysis strategy of our field experiment, designed to boost training and employment of job-seekers. We start with a detailed outline of the intervention, which takes place in 2022 and 2023 in the state of Lower Austria (*Niederösterreich*) in Austria. Job-seekers receive an email newsletter with information on training programs offered by the public employment service and open vacancies within two treatment arms. The newsletter includes a voucher framing that informs about the range of available training programs and signals their monetary value to job-seekers. The intervention builds on a precursor study that took place in 2021 and expands the most effective treatments to a wider population over an entire year. The major refinement consists in targeting the information on training and job vacancies to the educational attainment of job-seekers. We provide a detailed discussion of our sample selection, variables used and the handling of the data to make the analysis as transparent and replicable as possible. We report the outcomes of our stratified randomization. Further, we state our hypotheses and outcomes of interest motivated by our precursor study and the active labor market policy evaluation literature. Finally, we conclude by specifying our statistical approach to inference.

1 Background

1.1 Description of the intervention

From July 2022 to July 2023, we launch a field experiment designed in cooperation and implemented by the Public Employment Service (PES) of Lower Austria (*Arbeitsmarktservice Niederösterreich (AMS NÖ)*). The aim is to increase training and employment among the unemployed by increasing completion of training programs. The treatment consists of an email newsletter sent to job-seekers with information on training programs offered by the public employment service. The newsletter includes a voucher framing that informs about the range of available training programs and signals their monetary value to job-seekers. In a second treatment arm, job-seekers receive on top additional information on the type of jobs with the highest number of open vacancies.

Context The intervention builds on the preliminary results of a precursor intervention that took place in 2021. The pre-analysis plan of the precursor study includes detailed information on the labor market context and operation of the public employment service in Austria. The addition in this study is the roll-out of the more effective treatments to a larger population over an entire year. The major refinement consists in targeting the information on training and job vacancies to the educational attainment of job-seekers.

The field experiment outlined here takes place in a different labor market context: The precursor study took place a) during a period of high unemployment, b) in February, c) during partial lockdowns. By contrast, the new intervention takes place a) during a period of low unemployment and reported labor shortages, b) over an entire year, c) during no lockdowns (to date). Thus, the intervention will increase external validity of the treatments by implementing them during a) a different labor market situation, b) over an entire year to smooth seasonality, c) during a period less affected by the pandemic.

Treatments Two different treatment arms and one control arm vary the type of information that the job-seekers receive on training programs. The job-seekers in the sample will be randomly allocated to each of the three groups on an individual level. This randomization is conducted separately for each sending date. Further information about the randomization procedure is provided in section 2.3.

The different treatment and control arms are as follows:

1. Group: control
2. Group: treatment with a newsletter (Figure A.5) that includes a voucher framing (Figure A.2) and information on training provided by the PES targeted to the educational attainment of job-seekers.
3. Group: identical newsletter as the 2nd group complemented with job information also targeted to the educational attainment of job-seekers (Figure A.12).

Group 1 functions as the control group and is not contacted at all. Job-seekers in that group continue to have regular appointments with their job counselor where they receive information on training programs.

Group 2 receives a newsletter (Figure ??) that includes a voucher framing (Figure ??) worth up to €15.000,-, which can be redeemed to take part in training programs provided by the PES. Alternatively, the voucher can be redeemed in consultation with the PES for any outside training for up to €3.000,-.¹ The newsletter also contains a list of typical training programs offered by the PES, which are targeted to either job-seekers with low educational attainment (Figure A.5) or high educational attainment (Figure A.8). The treatment is intended to increase self-driven initiative and raise awareness for the financial value of such training programs, thus inducing reciprocity and reducing social stigma associated with training programs offered by the public employment service.

Group 3 receives the same email newsletter and voucher as group 2 complemented with a list of occupations with the highest number of job vacancies in their state. Following the targeting of the training programs, the job vacancies are either targeted to job-seekers with low educational attainment (Figure A.12) or high educational attainment (Figure A.16). This information treatment is intended to counteract a frequently mentioned concern related to asymmetric information in the use of training vouchers: unemployed allegedly do not have enough information to make an informed choice about their optimal training program (Strittmatter, 2016). The treatment, thus, aims to empower job seekers to make a better informed choice about training programs given demand in the labor market.

In general, all groups (including the control group) continue to have access to the same training programs, both provided by the PES as well as outside training. The intervention, thus, consists of the variation in the type of information provided. The treatment for group 2 is intended

¹The PES generally provides funding of up to €3.000,- for training programs of external suppliers, including for the *control group*. However, this is usually not advertised and therefore awareness among job-seekers is limited.

to spur self-driven initiative by raising perceived autonomy over training choices, and increasing reciprocity and reducing social stigma by signalling the monetary value of training programs. On top of it, the treatment for group 3 should also reduce asymmetric information on the demand for labor. Except for receiving the email newsletter, participants in the treatment groups continue to be subject to the same rules and obligations, including regular appointments with their job counselors, as participants in the control group.

Training programs The range of training programs offered by the public employment service is diverse: from refreshing existing technical knowledge to complete training with an apprenticeship certificate. Common courses include mechatronics, refrigeration technology, IT systems technology, programming/coding, plastics technology, as well as training and further education in professions that are in demand, such as restaurant management, hotel and catering assistance or nursing. Also individual training needs are supported as the PES offers to fund external training. The duration of the courses varies substantially, depending on the type of course, between several days/weeks up to 18 months for apprenticeship programs. In general, the campaign focuses on longer training programs focused on qualification with a duration starting at around 10 weeks.

Conditionality Currently, by law (*Arbeitslosenversicherungsgesetz (ALVG §9)*), unemployed are assigned to labor market programs by the PES. This takes place after a consultation with the job counselor. In most cases, consultations with the job counselors and program assignment is obligatory, i.e. with conditionality attached. If an unemployed does not attend a PES appointment or assigned program - typically with no shows - the unemployment benefits can be cut or - in the most severe cases - blocked temporarily. Absences with a valid excuse, such as for sick leave, are exempted. As a result, assignment to a training program is often perceived negatively as a burden or punishment rather than positively as an opportunity and support.

In general, unemployed need to attend regular job consultations to be eligible for benefit receipt. These consultations often imply limited discussion with unemployed about their preferences. Our treatments do not affect these rules. However, our treatments invite job-seekers to contact their job counselor on their own initiative to discuss training opportunities. By law, job counselors are required to assess the adequacy of any training program and approve of it (*Arbeitsmarktpolitische Prüfung*). Job counselors approve suggestions for training programs as long as they credibly contribute to increasing the employment prospects of the unemployed. Course choice that seem primarily for personal pleasure without improving employment prospects are declined. The time span between selection and start of the course will be held as short as possible; usually well below 3 months.

1.2 Timeline for the intervention

The first intervention takes place in Mid-July 2022 (July 20, 2022) and targets job-seekers with an unemployment spell of 6 months to 2 years. For the subsequent 12 months until July 2023, bi-monthly voucher mailings are sent to job-seekers who will have reached over six months of unemployment duration at the respective time, and have not been sent a newsletter previously. Thus, job-seekers of the bi-monthly mailings will usually have an unemployment spell between 6 and 8 months. This results in the following timeline:

1. July 2022: vouchers sent to job-seekers with a spell of 6 months to 2 years.
2. September 2022: bi-monthly mailing.
3. November 2022: bi-monthly mailing.

4. January 2023: bi-monthly mailing.
5. March 2023: bi-monthly mailing.
6. May 2023: bi-monthly mailing.
7. July 2023: bi-monthly mailing.

We intend to estimate the effects with data provided by the PES each year until 2026. This will allow us to estimate long-term effects up to at least 4 years after the first intervention. Participants will also be surveyed 4 months after receiving the mailing. The timing is chosen to maximise the share of job-seekers who will participate in training programs at the time of the survey.

2 Study design

In this section, we describe our analytical approach in detail. Firstly, we specify the criteria for inclusion in our sample. Secondly, we describe the data. Thirdly, we present the randomisation procedure for our treatment assignment. Fourthly, we state our hypotheses regarding outcomes. Fifthly, we specify the details of our outcome variables. Finally, we discuss our estimation and inference approach.

The code implementing the following designs will be uploaded to *GitHub*, at https://github.com/lukaslehner/Training_access. For the stratified randomization, we use the package *randomizr* in *R*.

2.1 Sample selection

Our sample comprises of all eligible unemployed with an unemployment duration of at least six months to maximum 2 years in June 2022. In the subsequent bi-monthly treatments, new unemployed who exceed a duration of over 6 months will be treated. Every individual will only be treated once. This means that job-seekers who were part of the pre-cursor study are excluded to allow for clean inference of treatment effects. The sample size is thus unclear and will depend on the labor market situation. It will, however, most likely be larger than the sample we had in the precursor intervention of 2021.

Individuals with the status "unemployed" as well as "in job search" are included, meaning that all registered unemployed are included regardless of whether they receive unemployment benefits or not. Unemployed who are already enrolled in a training program at the time of the intervention are excluded from the sample. The sample is further restricted to people, who are at least 25 years old since younger job-seekers receive specific assistance from the public employment service. Job-seekers with a pending job acceptance are excluded as well.

Since the newsletter is sent via email only registered unemployed with a valid email can be contacted. Unemployed without a valid email are not included in the randomisation procedure and thus excluded from the study. This applies to around 25% of the population of unemployed.

2.2 Data

Administrative data All data used in the analysis are provided by the PES and consist of administrative data from social security records and the PES internal database. Table 1 shows a summary and categorisation of the variables used.

Table 1: Variables

Type	Variable name
Primary outcomes	Training completion Days in Employment
Secondary outcomes	Training take-up, Type of training Activation measures, Counseling, Subsidized employment Unemployment duration, Earnings Social and health outcomes ¹
Stratified Randomization	Education (binary: lower secondary or below, upper secondary or above) Age (below 35 years, 35-50 years, above 50 years) Gender (binary: men, women) Unemployment duration ²
Control Variables	Strata relevant variables not included in stratification: ³ Income level, Experience, Sector Nationality, Language proficiency, Region Occupation (ISCO-08 1-digit), Marginal employment Wave fixed effects for treatment timing
Heterogeneity analysis	Education Income level ⁴ Gender

¹ from training participation.

² only relevant for first wave.

³ all measured before the unemployment spell started.

⁴ No stratification variable due to data availability.

Post-intervention Survey We will also be able to send a post-intervention survey to all unemployed in our sample. The timing will be four months after they received the treatment, or for the control group four months after their peers received the treatment. The survey is mostly planned to provide additional evidence of potential effects of the intervention through its effect on training participation. That is why we chose the timing of four months after the intervention, as that was the time where most of our target sample were in training in the first intervention. We will ask respondents about the social stigma associated with training programs offered by the PES, their job search intensity, re-employment prospects, reservation wage, expected wages, social life, and their health status. Further information on the survey (how we contact unemployed, the specific items in the survey) will be added to this Pre-analysis plan nearer to the start of the first survey.

Attrition & Exclusions We will make an effort to keep attrition to a minimum. As we use mainly administrative data, we expect attrition to be negligibly low. It is, however, possible that participants move abroad or pass away. We will test, whether those who attrit are systematically different from the rest of the sample and report the results. Further, we can provide estimates of lower and upper bounds of our estimated effects depending on different assumptions we make about the part of our sample, that shows attrition.

Firstly, as mentioned above, all unemployed who do not have a valid email are excluded from the

study by definition, as we cannot reach them. Additionally, those who are already taking part in a training program are also not included in our sample, because they are, in some way, already treated. It does not seem useful to treat them with our intervention, as they cannot enrol in another training program in parallel.

2.3 Treatment assignment

The randomization is conducted for each sending date separately. In addition, we use the other stratification variables as specified in table 1 to construct strata, i.e. blocks. The treatment assignment is in the next step conducted randomly within these strata. Ideally, we would like to stratify by more variables than just the three used, but the sample size does not allow more stratification variables, because then the strata would become too small. In the first wave, we additionally stratify on unemployment duration, as this population also includes unemployed with varying unemployment durations, as already explained above.

We already conducted the randomization for the first wave of the intervention, which was sent out in mid July 2022. We had to remove 5 observations from a total of 6050 observations, because they were already treated in the pilot intervention 2021. In total, we constructed 36 strata using all possible combinations of the 4 stratification variables specified in Table 1 (minimum 24 and maximum 454 observations by strata). We then randomly assigned the observations to the control and the three treatment groups within these strata. The resulting sample is perfectly balanced along the whole set of covariates available to us. Table 2 and 3 in the appendix show pairwise z-tests and Chi-squared tests for differences in the reported covariates between the groups. We do not find any significant differences. The difference between 6045 (the total sample) and the 6020 that are assigned results from missing values for educational attainment (21) and nationality (4).

2.4 Hypotheses

We group our hypotheses in main and additional hypotheses. Main hypotheses are focused on labor market outcomes and correspond to the goals of the intervention by the public employment service: to increase training and employment among job-seekers. Additional hypotheses will be evaluated separately and concern mechanisms and substitution in support programs provided by the public employment service, further economic and social consequences and underlying heterogeneity. Our hypotheses are informed by the preliminary results of the precursor intervention that was implemented in 2021.

Main hypotheses:

1. *Treatment group 2 and 3* will achieve higher *training completion rates* than the *control group*.
2. *Treatment group 2 and 3* will achieve higher *re-employment* than the *control group*. The main outcome measure is *average days in employment*, see section 2.5.

Additional hypotheses:

1. **Mechanisms and substitution:** we expect job-seekers to enroll in more in training programs and select more ambitious higher quality programs, while participating less in other types of active labor market programs.
 - (a) *Treatment group 2 and 3* will achieve higher *training take-up* than the *control group*.
 - (b) *Treatment group 2 and 3* will enroll in training programs that are more demanding and of higher quality. These are characterised by a) a longer duration and b) an exam at the end of the course.

- (c) *Treatment group 2 and 3* will enroll less in other types of active labor market programs including a) activation, and b) subsidized employment and direct job creation than the *control group*.
2. **Further economic and social consequences:** We expect the additional information on job vacancies to further increase employment. We expect negative short-term effects on unemployment but positive short-term effects on social outcomes including well-being, social inclusion and health. We expect positive long-term effects on job quality.
- (a) *Treatment group 3* will achieve higher re-employment than the control group and treatment group 2. This is due to the additional information on job vacancies. The main outcome measure is *average days in employment*.
 - (b) We expect an increase in unemployment in the short-term for *group 2 and 3* (due to the so-called lock-in effects of training programs), which however will turn positive for both treatment groups in the long-term. We will measure it by *unemployment duration*.
 - (c) *Treatment group 2 and 3* will achieve better *wellbeing* than the *control group* due to participation in more training programs and training of higher quality.
 - (d) *Treatment group 2 and 3* will achieve more *social inclusion* than the *control group* due to participation in more training programs and training of higher quality.
 - (e) *Treatment group 2 and 3* will achieve better *health* than the *control group* due to participation in more training programs and training of higher quality.
 - (f) We expect positive long-term effects on *job quality* including *incomes* and *job stability*.
3. **Heterogeneity:** We expect the average treatment effects on training to mask underlying heterogeneity. In particular, we expect more disadvantaged groups among job-seekers to increase training stronger.
- (a) We expect women to increase training stronger than men.
 - (b) We expect low-income job-seekers to increase training stronger than job-seekers on comparatively higher income.
 - (c) We expect job-seekers with low educational attainment to increase training stronger.

Training program take-up and completion The hypotheses on training take up and completion follow from studies, such as Doerr and Strittmatter (2018). They show that motivation to take-up and complete training programs increases with voucher systems, due to increased autonomy, reciprocity and higher valuation of financial costs of such programs. In turn, voucher systems lead to less drop-out from training programs. The results from our first intervention confirm these hypotheses.

The hypothesis on substitution effects in training programs is new and results directly from our results from the first intervention, where treated unemployed sorted into training programs that are of higher quality, more demanding, and less stigmatized.

Re-employment The hypotheses on re-employment follow directly from the variation in training participation between the groups and the expected positive effect of training on re-employment. In addition, *group 3* is expected to achieve higher re-employment because of the additional labor market information received. This information treatment is expected to counter the problem of asymmetric information with training vouchers, well established in the literature (Perez-Johnson, Moore, Santillano, et al., 2011; Strittmatter, 2016), and could therefore lead to better targeted training choices. Following the results of our precursor study, we target the job information to

the educational attainment of job-seekers. As the general information about open vacancies in our precursor study had no average treatment effect but diverging heterogeneous effects by education, we now target the job information by educational attainment. We split our sample in two groups by educational attainment to send targeted job information. In addition, we provide job-seekers with a list of training programs offered by the PES that are deemed suitable to their educational level and can help qualify for the jobs provided. We expect the targeted job information to have an additional positive effect (relative to *group 2*), that we already expected in the last intervention.

Unemployment duration Negative short-term effects on unemployment duration are relatively well-established in the literature. Nevertheless, we did not observe lock-in effects in the first intervention, which is most likely due to the high unemployment at the time of the pandemic (February and March 2021). In the new intervention however, we, expect lock-in effects because of a tighter labor market following a robust recovery. The opportunity costs of being in training may have, thus, risen relative to our first intervention. However, negative short-term effects should turn into positive long-term effects on unemployment duration, as shown in the literature about effects of training for the unemployed with and without vouchers (Card, Kluve, and Weber, 2018; Doerr and Strittmatter, 2018).

Job Quality The indicator for job quality, described in more detail below, consists of information about earnings in the job after the unemployment spell and the stability of employment. Earnings should follow the same pattern as re-employment due to the variation in training participation and the additional information in *group 3*. However, the effects on earnings are often less pronounced and clear-cut than those on re-employment (Card, Kluve, and Weber, 2018). There is not much evidence for the effect on employment stability, but we expect it to follow the same pattern as earnings.

2.5 Outcomes of interest

Economic outcomes of interest are available from administrative data sources provided by the PES. We will collect additional social and health outcome via surveys.

Primary outcomes Our two primary outcomes are training completion and days in employment. The first one refers to whether or not a training program was completed after two years since the intervention. The second one measures days in employment after two years since the intervention.

Secondary outcomes The secondary outcomes are not per se targeted outcomes, but can be seen as mechanisms leading to the primary outcomes described above or providing additional information on economic and social consequences. To get a better understanding of the immediate effects of our intervention, we differentiate by the type of training that was completed. This can be shorter training programs focused on employment orientation or longer training programs focused on enhancing qualifications, which aim at increasing human capital. Further, we look at potential spill-over effects to other active labor market programs, such as activation measures, such as application courses, job search assistance and counselling as well as employment promotion such as subsidized employment and direct job creation. To get a better understanding of employment effects, we also look at effects on unemployment duration as well as earnings and employment stability in post-intervention employment. Unemployment duration allows us to quantify lock-in effects. Earnings and employment stability provide us with measures for the quality of employment. Finally, using the additional post-intervention survey, we will collect outcome data on job search intensity, and social outcomes including well-being, social inclusion and health. Other studies have

found positive effects of active labor market policies on mental health and social inclusion (Wang et al., 2021).

2.6 Estimation and inference

Due to the clean randomization of participants into *control and treatment groups* it is possible to, in a first step, compare the relevant outcome variables directly between the three groups via a two-sided test, such as a T-test or Mann-Whitney test or others, which will be chosen depending on the distribution of the outcome variables (Moffatt, 2019). This randomization inference will provide us with an unbiased estimate of the treatment effect that does not hinge on any assumptions other than the random assignment into the groups. Throughout the whole study, we will infer statistical significance via a p-value of 0.1 or below, thus using a 90% confidence interval.

To increase precision and test robustness we will additionally estimate parametric regressions for the treatment effects using the following estimation regression:

$$Y_{i,t} = \beta_0 + \beta_1 T_{V,t} + \beta_2 T_{V+I,t} + \mathbf{X}_{i,t} + \tau_t + \epsilon_{i,t} \quad (1)$$

where Y_i refers to the interesting outcome variables for individual i . Depending on the scale of the outcome variable, an OLS(continuous) or a Logit(binary) regression is used. Our outcome variables are measured at different time periods and for each time period a separate regression is estimated to measure time-varying treatment effects. In the baseline specification the *control group* is the reference group, but depending on which difference between groups has to be estimated, the reference group will be chosen accordingly. T_V is the second group with the voucher, and T_{V+I} is the third group with voucher and information prime. Further, we include all control variables specified in table 1 and measured before treatment, which is represented by \mathbf{X}_i in the specification above. We include wave fixed effects τ_t to control for treatment timing and seasonality. Finally, standard errors will be adjusted to be robust to heteroskedasticity, if necessary. The regression will be estimated such that stratification is taken into account when computing the variance and standard errors of the estimates, following Athey and Imbens (2017).

Heterogeneity analysis The heterogeneity analysis will be conducted via subgroup regressions of the equation above for the variables specified in table 1.

Multiple outcomes adjustment To control the false discovery rate in conjunction with multiple hypotheses testing we will take two approaches. First, for the treatment effects on the primary outcome variables, we will report the mean standardized treatment effect with its standard error adjusted for the dependency between the different outcome variables, following Duflo, Glennerster, and Kremer (2007). Further, we will use the Benjamini-Hochberg procedure (Romano, Shaikh, and Wolf, 2010) for the primary outcomes as well as the heterogeneity analysis, which works as follows. Sort the p-values, for each of the m hypotheses, tested by size, resulting in ordered values $P_{(j)}$. For a critical value α , find the largest value k such that

$$P_{(k)} \leq \frac{k}{m} \alpha.$$

Reject the null hypothesis for all $i = 1, \dots, k$.

3 Publication agreement

This evaluation is based on an agreement between the researchers (i.e. Lukas Lehner and Anna Schwarz) and the *AMS NÖ*. A key component of this agreement is that the researchers are guaranteed to be entitled to publish the findings of their study in academic outlets without any interference by the *AMS NÖ*. The *AMS NÖ* may publish the results of the study in mass media as well as the *AMS research network*.

4 IRB approval

The experimental work described in this pre-analysis plan was reviewed and approved by the Departmental Research Ethics Committee at the Department of Social Policy and Intervention, University of Oxford (Approval Number: C1A 20 005).

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A Appendix: Treatments

A.1 Voucher Framing



GUTSCHEIN*
im Wert von bis zu € 15.000,- für eine
Investition in Ihre berufliche Zukunft!

JA, ich mache mit.

Der Gutschein* hat einen Wert von bis zu € 15.000,-, wenn Sie eine Aus- oder Weiterbildung über das AMS machen. Ebenso können Sie sich am freien Bildungsmarkt selbst eine Aus- oder Weiterbildung aussuchen, die Ihre Chancen auf eine neue Beschäftigung erhöht. In diesem Fall hat der Gutschein** einen Wert von bis zu € 3.000,-

Ihr erster Schritt: Jetzt gleich hier die Felder im Gutschein ausfüllen, auf **ABSENDEN** klicken und Ihre Ausbildung sichern.

Vorname:

Paul

Nachname:

Reisenauer

E-Mail-Adresse:

paul.reisenauer@ams.at

Telefonnummer:

06648493507

PLZ:

1140

Ort:

Wien

Wir setzen uns dann so rasch wie möglich mit Ihnen in Verbindung und beraten Sie bei der Auswahl Ihrer Ausbildung. Gerne können Sie den Gutschein auch ausdrucken, ausfüllen und per E-Mail an mailservice.selnoe@ams.at schicken.

* Bitte beachten Sie, dass auf Förderungen kein Rechtsanspruch besteht. Keine Barablöse möglich.

** In jedem Fall gilt: VORHER mit dem AMS Kontakt aufnehmen und die Förderbarkeit prüfen lassen!



ABSENDEN

A.2 Voucher Framing



GUTSCHEIN*
im Wert von bis zu € 15.000,- für eine
Investition in Ihre berufliche Zukunft!

VIELEN DANK!

Der Gutschein wurde soeben erfolgreich abgeschickt.

Wenn Sie noch eventuelle Fragen haben sollten, stehen unsere Expert_innen der AMS
NÖ-Weiterbildungshotline natürlich gerne unter 050 904 343 zu Ihrer Verfügung.

A.3 Newsletter for group 2 with low educational attainment

[Online-Version lesen](#) | Keine Bilder? [Hier steht warum!](#)



Ihr Weg zum beruflichen Neustart

Ihr Weiterbildungsgutschein im Wert von bis zu € 15.000,-

Sehr geehrter Herr Reisenauer,

nutzen Sie die Chance zum beruflichen Neustart mit einer Qualifizierung im Rahmen der AMS Niederösterreich Joboffensive! Bis zu € 15.000,- sind beim AMS Niederösterreich für Ihre zukunftssichere Aus- und Weiterbildung für Sie reserviert.

Finden Sie gemeinsam mit Ihrer AMS-Beraterin oder Ihrem AMS-Berater den für Sie richtigen Weg zurück ins Berufsleben und lösen Sie Ihren Weiterbildungsgutschein ein! In diesem Mail zeigen wir Ihnen, wie Ihr beruflicher Neustart gelingen kann.

Nehmen Sie Ihre berufliche Zukunft in die Hand!

Ihr
Sven Hergovich
Landesgeschäftsführer des AMS NÖ



Ihr Gutschein für den Neustart am Arbeitsmarkt

Aktuelle und nachgefragte Qualifikationen sind der wichtigste Erfolgsfaktor für den beruflichen Neustart.

Hier geht's zu Ihrem persönlichen Weiterbildungsgutschein im Wert von bis zu € 15.000,-

Ob Auffrischkurs für Ihre Fachkenntnisse oder eine Ausbildung mit Lehrabschluss - das AMS Niederösterreich hält eine Vielzahl von Aus- und Weiterbildungsmöglichkeiten für Sie bereit.

Eine Auswahl der Berufsausbildungen, für die das AMS die Kosten übernimmt:

- **Elektropraktiker_in**
Elektropraktiker_innen führen Arbeiten in einem Teilbereich der Elektrotechnik - der Photovoltaik - durch.

A.4 Newsletter for group 2 with low educational attainment

- **Schweißtechnik**
Diverse Zertifikate
- **ECDL/EDV**
ECDL ist der Europäische Computerführerschein, die weltweit führende IT-Zertifizierung für kompetente Computerbenutzung.
- **CAD**
CAD steht für "Computer Aided Design" und bezeichnet die Erstellung von Designs am Computer.
- **CNC-Technik**
CNC steht für "Computerized Numerical Control" und beschreibt die computergestützte und unterstützte Kontrolle von mehrdimensional arbeitenden Maschinen.
- **Büro und Verwaltung**
- **Kostenrechnung**
- **Buchhaltung**
- **Ausbildung Filialeitung bzw. Storemanagement**
Personen mit beruflichen Vorerfahrungen im Handel erlernen hier die Grundlagen für eine Führungsposition.
- **Arbeitsplatznahe Qualifizierung (AQUA) im Pflegebereich**
In Zusammenarbeit mit dem Land NÖ und den Unternehmen der Branche Gesundheit und Pflege werden im Rahmen von AQUA interessierte Personen im Pflegebereich ausgebildet.
- **Arbeitsplatznahe Qualifizierung (AQUA) - Koch/Köchin**
- **Ausbildung zur/zum Berufskraftfahrer_in**
z.B. in der niederösterreichischen [Berufslenker Akademie](#)
- **Nachholung des Lehrabschlusses**

[Hier geht's zu Ihrem persönlichen Weiterbildungsgutschein im Wert von bis zu € 15.000,-](#)



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So finanzieren wir Sie während Ihrer Ausbildung

Mit dem Schulungsgeld vom AMS sind Sie während der Ausbildung finanziell abgesichert. Der Betrag entspricht zumindest Ihrem Arbeitslosengeld oder Ihrer Notstandshilfe und wird unter bestimmten Voraussetzungen aufgestockt.

A.5 Newsletter for group 2 with low educational attainment



Mit Sicherheit zu Ihrer Ausbildung

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Jetzt informieren unter

050 904 343

Informieren Sie sich jetzt!

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A.6 Newsletter for group 2 with high educational attainment

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Ihr Weg zum beruflichen Neustart

Ihr Weiterbildungsgutschein im Wert von bis zu € 15.000,-

Sehr geehrter Herr Reisenauer,

nutzen Sie die Chance zum beruflichen Neustart mit einer Qualifizierung im Rahmen der AMS Niederösterreich Joboffensive! Bis zu € 15.000,- sind beim AMS Niederösterreich für Ihre zukunftssichere Aus- und Weiterbildung für Sie reserviert.

Finden Sie gemeinsam mit Ihrer AMS-Beraterin oder Ihrem AMS-Berater den für Sie richtigen Weg zurück ins Berufsleben und lösen Sie Ihren Weiterbildungsgutschein ein! In diesem Mail zeigen wir Ihnen, wie Ihr beruflicher Neustart gelingen kann.

Nehmen Sie Ihre berufliche Zukunft in die Hand!

Ihr
Sven Hergovich
Landesgeschäftsführer des AMS NÖ



Ihr Gutschein für den Neustart am Arbeitsmarkt

Aktuelle und nachgefragte Qualifikationen sind der wichtigste Erfolgsfaktor für den beruflichen Neustart.

Hier geht's zu Ihrem persönlichen Weiterbildungsgutschein im Wert von bis zu € 15.000,-

Ob Auffrischkurs für Ihre Fachkenntnisse oder eine Ausbildung mit Lehrabschluss - das AMS Niederösterreich hält eine Vielzahl von Aus- und Weiterbildungsmöglichkeiten für Sie bereit.

Eine Auswahl der Berufsausbildungen, für die das AMS die Kosten übernimmt:

- **Applikationsentwickler_in**
Applikationsentwickler_innen programmieren/codieren Software.
- **Metallfachausbildung**
Lehrausbildungen im Bereich Metall

A.7 Newsletter for group 2 with high educational attainment

- **Elektrofachausbildung**
Lehrausbildungen im Bereich Elektro
- **Schweißtechnik**
- **Kälteanlagentechnik**
Kälteanlagentechniker_innen bauen, montieren, warten und reparieren mechanisch oder elektronisch gesteuerte Kühlmaschinen und -anlagen.
- **CNC-Technik**
CNC steht für "Computerized Numerical Control" und beschreibt die computergestützte und unterstützte Kontrolle von mehrdimensional arbeitenden Maschinen.
- **Buchhaltung**
- **Kostenrechnung**
- **Personalverrechnung**
- **Büro und Verwaltung**

Hier geht's zu Ihrem persönlichen Weiterbildungsgutschein im Wert von bis zu € 15.000,-



So finanzieren wir Sie während Ihrer Ausbildung

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A.8 Newsletter for group 2 with high educational attainment



Mit Sicherheit zu Ihrer Ausbildung

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A.9 Newsletter for group 3 with low educational attainment

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Ihr Weg zum beruflichen Neustart

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nutzen Sie die Chance zum beruflichen Neustart mit einer Qualifizierung im Rahmen der AMS Niederösterreich Joboffensive! Bis zu € 15.000,- sind beim AMS Niederösterreich für Ihre zukunftssichere Aus- und Weiterbildung für Sie reserviert.

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Nehmen Sie Ihre berufliche Zukunft in die Hand!

Ihr
Sven Hergovich
Landesgeschäftsführer des AMS NÖ



Ihr Gutschein für den Neustart am Arbeitsmarkt

Aktuelle und nachgefragte Qualifikationen sind der wichtigste Erfolgsfaktor für den beruflichen Neustart.

Hier geht's zu Ihrem persönlichen Weiterbildungsgutschein im Wert von bis zu € 15.000,-

Die aktuellen Top Jobs am niederösterreichischen Arbeitsmarkt:

1. **Gaststättenköch_innen und Kellner_innen**
Beim AMS NÖ gemeldete offene Stellen: **937**
2. **Elektroinstallateur_innen**
Beim AMS NÖ gemeldete offene Stellen: **660**
3. **Verkäufer_innen**
Beim AMS NÖ gemeldete offene Stellen: **470**

A.10 Newsletter for group 3 with low educational attainment

- 4. **Industrie- und Gewerbekaufleute**
Beim AMS NÖ gemeldete offene Stellen: **325**
- 5. **Nicht diplomierte Krankenpfleger_innen**
Beim AMS NÖ gemeldete offene Stellen: **279**

Ob Auffrischkurs für Ihre Fachkenntnisse oder eine Ausbildung mit Lehrabschluss - das AMS Niederösterreich hält eine Vielzahl von Aus- und Weiterbildungsmöglichkeiten für Sie bereit.

Eine Auswahl der Berufsausbildungen, für die das AMS die Kosten übernimmt:

- **Elektropraktiker_in**
Elektropraktiker_innen führen Arbeiten in einem Teilbereich der Elektrotechnik - der Photovoltaik - durch.
- **Schweißtechnik**
Diverse Zertifikate
- **ECDL/EDV**
ECDL ist der Europäische Computerführerschein, die weltweit führende IT-Zertifizierung für kompetente Computerbenutzung.
- **CAD**
CAD steht für "Computer Aided Design" und bezeichnet die Erstellung von Designs am Computer.
- **CNC-Technik**
CNC steht für "Computerized Numerical Control" und beschreibt die computergestützte und unterstützte Kontrolle von mehrdimensional arbeitenden Maschinen.
- **Büro und Verwaltung**
- **Kostenrechnung**
- **Buchhaltung**
- **Ausbildung Filialeitung bzw. Storemanagement**
Personen mit beruflichen Vorerfahrungen im Handel erlernen hier die Grundlagen für eine Führungsposition.
- **Arbeitsplatznahe Qualifizierung (AQUA) im Pflegebereich**
In Zusammenarbeit mit dem Land NÖ und den Unternehmen der Branche Gesundheit und Pflege werden im Rahmen von AQUA interessierte Personen im Pflegebereich ausgebildet.
- **Arbeitsplatznahe Qualifizierung (AQUA) - Koch/Köchin**
- **Ausbildung zur/zum Berufskraftfahrer_in**
z.B. in der niederösterreichischen [Berufslenker Akademie](#)
- **Nachholung des Lehrabschlusses**

A.11 Newsletter for group 3 with low educational attainment

Hier geht's zu Ihrem persönlichen Weiterbildungsgutschein im Wert von bis zu € 15.000,-



So finanzieren wir Sie während Ihrer Ausbildung

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**Jetzt informieren unter
050 904 343**

Informieren Sie sich jetzt!

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A.12 Newsletter for group 3 with low educational attainment

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A.13 Newsletter for group 3 with high educational attainment

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Ihr Weg zum beruflichen Neustart

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Sehr geehrter Herr Reisenauer,

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Ihr
Sven Hergovich
Landesgeschäftsführer des AMS NÖ



Ihr Gutschein für den Neustart am Arbeitsmarkt

Aktuelle und nachgefragte Qualifikationen sind der wichtigste Erfolgsfaktor für den beruflichen Neustart.

Hier geht's zu Ihrem persönlichen Weiterbildungsgutschein im Wert von bis zu € 15.000,-

Die aktuellen Top Jobs am niederösterreichischen Arbeitsmarkt:

- 1. Industrie- und Gewerkekaufleute**
Beim AMS NÖ gemeldete offene Stellen: **215**
- 2. Techniker_innen für Datenverarbeitung**
Beim AMS NÖ gemeldete offene Stellen: **214**
- 3. Techniker_innen für Maschinenbau**
Beim AMS NÖ gemeldete offene Stellen: **99**

A.14 Newsletter for group 3 with high educational attainment

4. **Dipl. Krankenpfleger_innen**
Beim AMS NÖ gemeldete offene Stellen: **92**
5. **Buchhalter_innen**
Beim AMS NÖ gemeldete offene Stellen: **82**

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Applikationsentwickler_innen programmieren/codieren Software.
- **Metallfachausbildung**
Lehrausbildungen im Bereich Metall
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Lehrausbildungen im Bereich Elektro
- **Schweißtechnik**
- **Kälteanlagentechnik**
Kälteanlagentechniker_innen bauen, montieren, warten und reparieren mechanisch oder elektronisch gesteuerte Kühlmaschinen und -anlagen.
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- **Buchhaltung**
- **Kostenrechnung**
- **Personalverrechnung**
- **Büro und Verwaltung**

Hier geht's zu Ihrem persönlichen Weiterbildungsgutschein im Wert von bis zu € 15.000,-

A.15 Newsletter for group 3 with high educational attainment



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A.16 Newsletter for group 3 with high educational attainment

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E-Mail: ams.niederoesterreich@ams.at
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Table 2: Treatment Balance - 1st wave July 22

	Control Group	A	Voucher	B	Voucher+job info	C
Men	51.9		51.8		51.8	
Women	48.1		48.2		48.2	
Below 35 years	26.6		26.4		26.6	
35 - 50 years	34.6		34.6		34.6	
Above 50 years	38.8		39.0		38.8	
Low education	77.8		77.7		77.7	
High education	22.2		22.3		22.3	
Industriev.	46.9		48.4		47.4	
Mostv.	22.6		21.6		23.2	
Waldv.	8.0		7.0		6.6	
Weinv.	22.4		23.0		22.8	
Other nationality	20.6		20.8		22.0	
Austrian	79.4		79.2		78.0	
No marginal employment	89.6		88.8		88.6	
Marginal employment	10.4		11.2		11.4	
Partial or no German	15.0		15.2		14.8	
Proficient or native German	85.0		84.8		85.2	
6-9 months unemp.	33.8		33.8		33.8	
9-12 months unemp.	21.0		21.0		20.9	
>12 months. unemp.	45.2		45.3		45.3	

The Table shows z-tests of pairwise comparisons between all 3 groups for all covariates available in the randomization sample. Any differences that are significant on a 5%-level would be indicated by the letter of the column with the significantly bigger value.

Table 3: Treatment Balance - 1st wave July 22

	T1 (N=2009)	T2 (N=2004)	T3 (N=2007)	Total (N=6020)	p value
Gender					1.000
Men	1042 (51.9%)	1039 (51.8%)	1040 (51.8%)	3121 (51.8%)	
Women	967 (48.1%)	965 (48.2%)	967 (48.2%)	2899 (48.2%)	
Age groups					1.000
Below 35 years	534 (26.6%)	530 (26.4%)	533 (26.6%)	1597 (26.5%)	
35-50 years	695 (34.6%)	693 (34.6%)	695 (34.6%)	2083 (34.6%)	
Above 50 years	780 (38.8%)	781 (39.0%)	779 (38.8%)	2340 (38.9%)	
Education					0.992
low	1564 (77.8%)	1557 (77.7%)	1560 (77.7%)	4681 (77.8%)	
high	445 (22.2%)	447 (22.3%)	447 (22.3%)	1339 (22.2%)	
Region					0.560
Industriev.	943 (46.9%)	970 (48.4%)	951 (47.4%)	2864 (47.6%)	
Mostv.	454 (22.6%)	432 (21.6%)	466 (23.2%)	1352 (22.5%)	
Waldv.	161 (8.0%)	141 (7.0%)	132 (6.6%)	434 (7.2%)	
Weinv.	451 (22.4%)	461 (23.0%)	458 (22.8%)	1370 (22.8%)	
Nationality					0.477
Other nationality	413 (20.6%)	417 (20.8%)	442 (22.0%)	1272 (21.1%)	
Austrian	1596 (79.4%)	1587 (79.2%)	1565 (78.0%)	4748 (78.9%)	
Unemployment duration					1.000
> 12 months unemp.	908 (45.2%)	907 (45.3%)	910 (45.3%)	2725 (45.3%)	
6-9 months unemp.	680 (33.8%)	677 (33.8%)	678 (33.8%)	2035 (33.8%)	
9-12 months unemp.	421 (21.0%)	420 (21.0%)	419 (20.9%)	1260 (20.9%)	
Marginal employment					0.531
No	1801 (89.6%)	1780 (88.8%)	1778 (88.6%)	5359 (89.0%)	
Yes	208 (10.4%)	224 (11.2%)	229 (11.4%)	661 (11.0%)	
German					0.932
No	301 (15.0%)	305 (15.2%)	297 (14.8%)	903 (15.0%)	
Yes	1708 (85.0%)	1699 (84.8%)	1710 (85.2%)	5117 (85.0%)	

The Table shows Chi-squared tests, testing the Null-hypothesis that there are no differences between the 3 groups.