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PART-TIME WORK REPLACES THE COFFEE MORNING FOR MODERN MUMS

Research released today shows that modern mums are increasingly turning to part-time work to socialise rather than traditional ways such as coffee mornings. More than a third of working mums (36%) claimed that part-time work had given them a sense of independence and a quarter (27%) saw part-time work as a good way of boosting their social life and allowing them to make new friends.

The survey conducted for Domino's Pizza, whose 320 plus franchised and company-owned stores employ over 5,000 part-time employees across the UK and Ireland, shows that the personal and social benefits of part-time work are deemed just as important as the financial gains.

The Domino's research highlights the growing trend for women to take a part-time job for the social benefits, and this is supported by other figures showing that 97% of women with young children¹ choose to work part-time because they do not want a full-time job².

Domino's Pizza asked a sample of 2,350 adults who currently work part-time or who have worked part-time, what they believe to be the main benefits of part-time work. Key findings to emerge from the research were:

- 1) More than a third of working mums (36%) claimed part-time work gave them a sense of independence
- 2) Over a quarter (27%) saw part-time work as a good way of boosting their social life and allowing them to make new friends

¹ Aged 0-4 years

² Labour Force Survey, 2001

DOMINO'S PIZZA PRESS OFFICE

Direct Line: +44 (0)1908 580 672 Direct Fax: +44 (0)1908 588 008

Out of office: +44 (0)7909 928 016

email: pressoffice@dominos.co.uk

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- 3) Establishing a good work/life balance was cited as the main benefit for 45% of mums, suggesting they view having a part-time job as providing the flexibility they need to be able to enjoy life more whilst juggling the various demands on their time. Almost half of these (48%) said that working part-time was most beneficial in allowing them to manage their childcare commitments. When the same question was posed to men with children aged under 16, 5% said the same
- 4) The financial aspects of working part-time were also mentioned frequently with 45% claiming it helps them top up the household income
- 5) In addition, 28% of mums said working part-time allowed them to afford the extra treats in life

Commenting on the findings, occupational psychologist Dr Paul Brewerton, says: "The stereotype of the mum who has the time to attend leisurely coffee mornings has now all but disappeared. Instead mums are choosing to work part-time as it provides the ideal setting to have time away from family responsibilities, make friends, gain a sense of independence and earn extra money."

Jane Roberts, head of HR at Domino's, says: "We've definitely seen an increase in the number of women who come and work with us, mainly because they want to take on work that's as flexible as they have to be. We have also seen a lot of existing full time women choosing a move to part time work. Working part-time is not only good for the family's finances, it's also a really useful way for women with children to retain a sense of independence, learn new skills and, in the case of Domino's employees, get out and about and meet people in the community."

Case study

As a mother of two young children, Domino's trainee store manager Stephanie Naylor from Crosby really appreciates the freedom and flexibility that working for Domino's allows her. She says: "I had been searching for a part-time job that I could fit around my kids. Being able to work in the evenings and at weekends is perfect as it means that I am around for the children during the day. I can take them to school and prepare their evening meals and don't feel like I am missing out on their formative years. In addition, working part-time allows me some 'me' time outside the home, and lets me develop new

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- Ends -

For more information or to arrange interviews with Dr Brewerton, please contact:

Claire Walford/ Emma Wayman

Lexis Public Relations

Tel: 0207 908 6488

Email: cwalford@lexispr.com/ ewayman@lexispr.com

Bernadette Eddisford

Domino's Pizza Press Office

Tel: 07909 928016

Email: bernadette@dominos.co.uk

Notes to Editors:

- Domino's Pizza is the leading player in the UK and Ireland's fast-growing pizza delivery market. Domino's Pizza UK & IRL plc is the parent company of Domino's Pizza Group Ltd which holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK and Ireland. The first UK store opened in 1985 and the first Irish store opened in 1991. As at 22nd April 2004, there were 326 stores in the UK and Ireland.
- Founded in the United States in 1960, Domino's Pizza is the recognised leader in pizza delivery with a network of over 7,000 company-owned and franchised stores in the more than 50 international markets. Domino's is committed to leading the pizza delivery industry in product quality and operational excellence.
- Information on Domino's and photography is available from Claire Walford / Emma Wayman at Lexis PR on 020 7908 6488
- High resolution photographs are available at www.newscast.co.uk

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