

Table A1: Composition of focus groups

	Social position of group	No. of participants	Participants	Educational background	Occupation	Personal Income, D.kr.	Gender	Year of birth
A	Upper middle class	4	a1	MA level	Chief clerk	800,000-999,999	M	1977
			a2	MA level	Executive manager	800,000-999,999	M	1966
			a3	MA level	Study coordinator	400,000-449,999	F	1973
			a4	MA level	Medical doctor	> 1,000,000	M	1968
B	Middle class	6	b1	Vocational education	Social worker		F	1957
			b2	BA level	Primary school teacher	300,000-349,999	M	1960
			b3	BA level	Child care worker /pedagogue	600,000-699,999	F	1955
			b4	BA level	Citizen consultant	600,000-699,999	F	1965
			b5	Vocational education	Electrician	700,000-799,999	M	1972
			b6	Vocational education	Health care assistant	500,000-599,999	M	1957
C	Lower middle class	7	c1	BA level	Citizen consultant	500,000-599,999	F	1953
			c2	Vocational education	Photographer	300,00-349,999	M	1961
			c3	Vocational education	IT specialist	350,000-399,999	M	1963
			c4	BA-level	Mailman	200,000-249,999	M	1971
			c5	Vocational education (non-Danish)	Caterer	150,000-199,999	F	1952
			c6	Vocational education	Caterer	200,000-249,999	F	1970
			c7	Vocational education	Woodcutting machinist	-	M	1957

D	Working class	8	d1	Currently studying in High School	On early retirement due to illness	200,000-249,999	F	1984
			d2	High School	Worker in a warehouse	300,000-349,999	M	1977
			d3	High School, Short vocational training	Phone operator	350,000-399,999	F	1961
			d4	No High School, Short vocational training	Retired	-	F	1941
			d5	Vocational education	Medical secretary	600,000-699,999	F	1951
			d6	No education	Officer in the Danish Navy	600,000-699,999	M	1963
			d7	Vocational education	Manager	700,000-799,999	M	1981
			d8	Vocational education	Service level manager	800,000-999,999	M	1952
E	Students	5	e1	MA-level	Unemployed Architect (recently graduated)	100,000-149,999	M	1983
			e2	University student		100,000-149,999	F	1993
			e3	University student		< 100,000	F	1992
			e4	University student		100,000-149,999	M	1994
			e5	University student		100,000-149,999	M	1992

Extract of the interview guide

0. Welcome and explanation of the theme of the focus groups as well as questions about anonymity. Presentation of moderators and interviewees.

1. Drawing exercise

The first question is about society in general. All of us have different conceptions or pictures of what society “looks like” if we should draw a picture or a model.

Here we are not thinking of society as the formal institutions like Parliament, municipalities, schools or hospitals, but of citizens and groups in society; that is of we people as a society.

We would like you first to draw a picture of society as you see it. You get two minutes, so you should not think too hard about it but just draw what comes to mind. Then we will ask you to explain the drawings to each other and discuss and draw a common drawing. You should continue discussing until you reach an agreement or until you reach an understanding of where you disagree.

2. Description of drawing [not addressed here]

Can you say something about what kind of people “live” in each part of the drawing? And can you say something about what we can “call” or “name” the different groups? Again, you should continue discussing until you reach an agreement or until you reach an understanding of where you disagree. If you find that cases will not fit in your drawing, just place them outside the drawing.

3. Placing cases

We also have descriptions of some people and we would like you to discuss where they belong in your drawing. Please write their names and place them in the model. Again, discuss until you agree or find out where you disagree.

4. Self-placement

Now we would like you to place yourself. Where do you belong in the drawing? If you find that you do not fit in the drawing, just place yourself outside the drawing.

5. Evaluation

Imagine yourself going to a party. Looking at the map of society that you have drawn, please discuss who you would like to sit next to, and who you would definitely not want to sit next to. Please discuss until you agree or find out where you disagree.

Now try to imagine moving to a different neighborhood, with your kids playing with neighbors and going to the local school. Can you say something about where you would like to “live” looking at this map?

Case stories

Morten

Morten is 45 years old and lives in a villa in a suburb of Herning.

He is director and owner of a chain of clothing shops, and he is general manager of the chain's head office. He has 25 employees at the main office and 400 employees in the chain. Morten likes his job very much and he often works more than 65 hours a week.

Morten has an HHX education (General certificate of secondary education specialised in commerce), and he completed approx. one year at the Business School in Aarhus, but because of his work, he never finished his degree.

Morten lives with his girlfriend, who also works in the clothing industry. He has two children aged 8 and 5 from a previous marriage. They live with their mother, and he sees them approx. every other weekend.

Morten's personal income is 1.7 mill. DKK a year before taxes, but it varies with the income of his business.

In his spare time, Morten is a member of a sponsor group for the local soccer club in the best Danish league (FC Midtjylland). He runs marathons with friends, and he has a great passion for old MG racers.

Maja

Maja is 42 years old and lives in a rented terrace house in Aalborg.

Maja suffers from MS (multiple sclerosis) and has received sickness benefits for many years. Because of her illness she is often tired and has problems moving around. Therefore, Maja spends a lot of her time at home.

Maja attended technical school, has been an apprentice in a drugstore and a shop assistant in a drugstore. For the last 14 years she has been out of the labour market because of her illness.

Maja lives with her husband and her two children aged 7 and 10. One of her children has recently been diagnosed with ADHD, and Maja is very dedicated to helping him in school as much as possible. Maja's husband works as a mechanic.

In 2002 Maja was granted medium level sickness benefit, which means that she earns 150,000 DKK after taxes.

As mentioned, Maja spends a lot of her time at home helping her children with their homework. She is very fond of animals, and the family also includes a dog, a cat and two parrots.