

CMRGroup.com Ltd

Establishment Telephone Survey

Test Results

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November 2019

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Introduction

The proposed monitor programme has been deliberately designed to develop an in depth understanding of the Gig economy, from the core description as given by the Government¹ to the wider consideration of any trade involving the web as the primary means of facilitating that trade.

Accordingly, the monitor consists of three surveys designed to provide a continuing **integrated** data series. The three surveys are:

- a) The Establishment Survey – a telephone survey to cover the universe of all persons aged 16 or more in the UK. The questionnaire has been designed to establish broad details of their lifestyle in respect of their use of social media and various internet platforms and their relationship with the world of work.
- b) The ‘Traditional Economy’ Survey – a mixed mode survey (some on-line / some telephone) covering the business universe as defined by the IDBR, using the Business data produced by the ONS for our sample control purposes. Thus our universe is companies which are either VAT registered and / or have employees and or respondent is a senior executive with knowledge of their company’s trading performance.
- c) The Self-employed Survey – although some self-employed persons have businesses which are covered within the traditional economy survey as described above, we require more information on the self-employed to bridge the gap between surveys a) and b) above.

Our reasoning behind the programme of three integrated surveys is to ensure that we can identify the proportions of the associated web activity that is conducted through bona fide business, as well as that part coming from the growing self-employed sector and, finally, those elements that are conducted solely by individuals, in an ad hoc manner, to supplement their income in some way.

The test work has been undertaken primarily to prove the efficacy of our processes, rather than to provide reliable information of real value at this stage. Moreover evaluation of the results and further analysis remains in progress, such that we don’t expect to publish any of the self-employed or business survey information until week commencing 10th November.

Nevertheless, some intriguing hypotheses arise from the telephone work undertaken to date and we highlight some of them below. We also provide a count of all the responses as an Appendix.

Meanwhile we emphasise that these are only hypotheses and we require more evidence before they can be considered to be true – although some may well be considered to be intuitively true.

¹ The Department for Business, Energy and Industrial Strategy (BEIS) has used a relatively narrow description for the gig economy as follows: *“The gig economy involves exchange of labour for money between individuals or companies via digital platforms that actively facilitate matching between providers and customers, on a short-term and payment by task basis.”* See: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/687553/The_characteristics_of_those_in_the_gig_economy.pdf

Primary results from the test work – future wellbeing.

To ensure as unbiased a result as possible we elected to use an RDD sample covering both mobile and landline (50% of each) and not to place any quota controls on the work. Since we only used a restricted data collection period for the test, we achieved the convenience sample of those most readily available during normal interviewing hours – primarily 5 to 9 pm weekdays and supported by some interviewing during the afternoons, particularly at the weekends².

One of our primary objectives for the main work will be to measure the GIG-GEL factor, being the rate of growth of the GIG economy relative to the traditional economy and we intend to use the question *“Looking ahead to next year would you expect to be: better off than you are now / worse off than you are now / about the same or Don’t know?”* as part of our evaluation of the gig effect.

Although we had as many as 56 persons out of the 290 test respondents (19.2%) claiming to earn some money from the web during the past year, only a few of these would have qualified as part of the GIG economy as defined by the BEIS and, apart from the summary of responses as given in the appendix, we make no further reference to them at this time.

Nevertheless it is of interest to note how the responses to the above ‘future wellbeing’ question varies by some key classification questions:

Table 1: Age and Gender by future wellbeing

<u>Total</u>	<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>Don’t Know</u>	<u>Grand Total</u>
Male	34	21	74	10	139
16-24	8	0	2	0	10
25-44	12	4	11	1	28
45-64	10	10	28	5	53
65 and over	2	5	32	4	43
Refused	2	2	1	0	5
Female	25	28	90	8	151
16-24	3	1	4	1	9
25-44	9	3	14	2	28
45-64	11	10	29	1	51
65 and over	1	13	42	4	60
Refused	1	1	1	0	3
Grand Total	59	49	164	18	290

It is, perhaps, encouraging that on balance the younger respondents are optimistic and we can readily see the bias introduced by the short time taken for the test work, because of the large number of persons aged 65 or over, particularly older ladies, many of them living alone.

² Please note that the main work will use an extended data collection period, with call backs across different days and time of day to reduce the bias in favour of ‘stay at homes’ and provide a more representative sample than that available from the test.

The importance of the mobile phone in obtaining responses from younger persons, particularly younger males, is evidenced by looking at this same data by sample source:

Table 2: Comparison of responses - Landline versus Mobile

<u>Landline</u>	<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>Don't Know</u>	<u>Grand Total</u>
Male	4	8	46	7	65
16-24	0	0	1	0	1
25-44	2	0	3	1	6
45-64	1	5	19	2	27
65 and over	1	3	22	4	30
Refused	0	0	1	0	1
Female	11	17	56	7	91
16-24	0	0	1	1	2
25-44	5	1	3	1	10
45-64	4	5	19	1	29
65 and over	1	11	32	4	48
Refused	1	0	1	0	2
Grand Total	15	25	102	14	156

<u>Mobile</u>	<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>Don't Know</u>	<u>Grand Total</u>
Male	30	13	28	3	74
16-24	8	0	1	0	9
25-44	10	4	8	0	22
45-64	9	5	9	3	26
65 and over	1	2	10	0	13
Refused	2	2	0	0	4
Female	14	11	34	1	60
16-24	3	1	3	0	7
25-44	4	2	11	1	18
45-64	7	5	10	0	22
65 and over	0	2	10	0	12
Refused	0	1	0	0	1
Grand Total	44	24	62	4	134

The balance in favour of those feeling that they will be '*better off*' is significantly higher for the mobile phone sample than for the landline sample and this does not appear to be solely related to the age difference of the two samples. Thus this may be prima facie evidence of the expectation for faster growth within the GIG economy – but it is early days!

There are, of course, many other factors at work to influence the belief that respondents might be better or worse off in future, possibly the most important of which is their employment status. We therefore examine the influence of that variable overleaf.

Table 3: Employment by gender and future wellbeing

<u>Total</u>	<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>Don't know</u>	<u>Grand Total</u>
<u>Male</u>	34	21	74	10	139
Employed full time	14	9	22	5	50
Employed part time	5	1	4	0	10
Self-employed	6	4	6	2	18
Retired	3	6	36	3	48
In fulltime education	4	0	0	0	4
Unemployed	2	1	5	0	8
Other	0	0	1	0	1
Refused	0	0	0	0	0
<u>Female</u>	25	28	90	8	151
Employed full time	9	8	14	0	31
Employed part time	5	4	16	2	27
Self-employed	2	0	1	1	4
Retired	2	12	50	3	67
In fulltime education	1	0	3	0	4
Unemployed	6	2	4	1	13
Other	0	2	1	0	3
Refused	0	0	1	1	2
Grand Total	59	49	164	18	290

Thus by far the majority of those expecting to be better off are in employment, including self-employment with the majority of those in full time education expecting to be better off, presumably looking forward to the world of work!

However, a fairly large number of those in full time employment expect to be worse off (both men and women) as do a proportion of the retired.

The influence of the landline sample in obtaining responses from older people is emphasised further by the numbers of retired of both genders, as shown below:

Table 4: Employment by sample source and gender:

	<u>Male</u>			<u>Female</u>			<u>Overall</u>
	<u>Landline</u>	<u>Mobile</u>	<u>Total</u>	<u>Landline</u>	<u>Mobile</u>	<u>Total</u>	<u>Total</u>
Employed full time	18	32	50	13	18	31	81
Employed part time	3	7	10	14	13	27	37
Self-employed	10	8	18	2	2	4	22
Retired	31	17	48	51	16	67	115
In fulltime education	1	4	5	2	2	4	9
Unemployed	2	5	7	6	7	13	20
Other	0	1	1	1	2	3	4
Refused	0	0	0	2	0	2	2
Grand Total	65	74	139	91	60	151	290

All respondents were asked to provide the reason behind their choice as to whether they believed they were likely to be better off or worse off next year and we summarise the answers in the word clouds below, which are relatively self-explanatory:

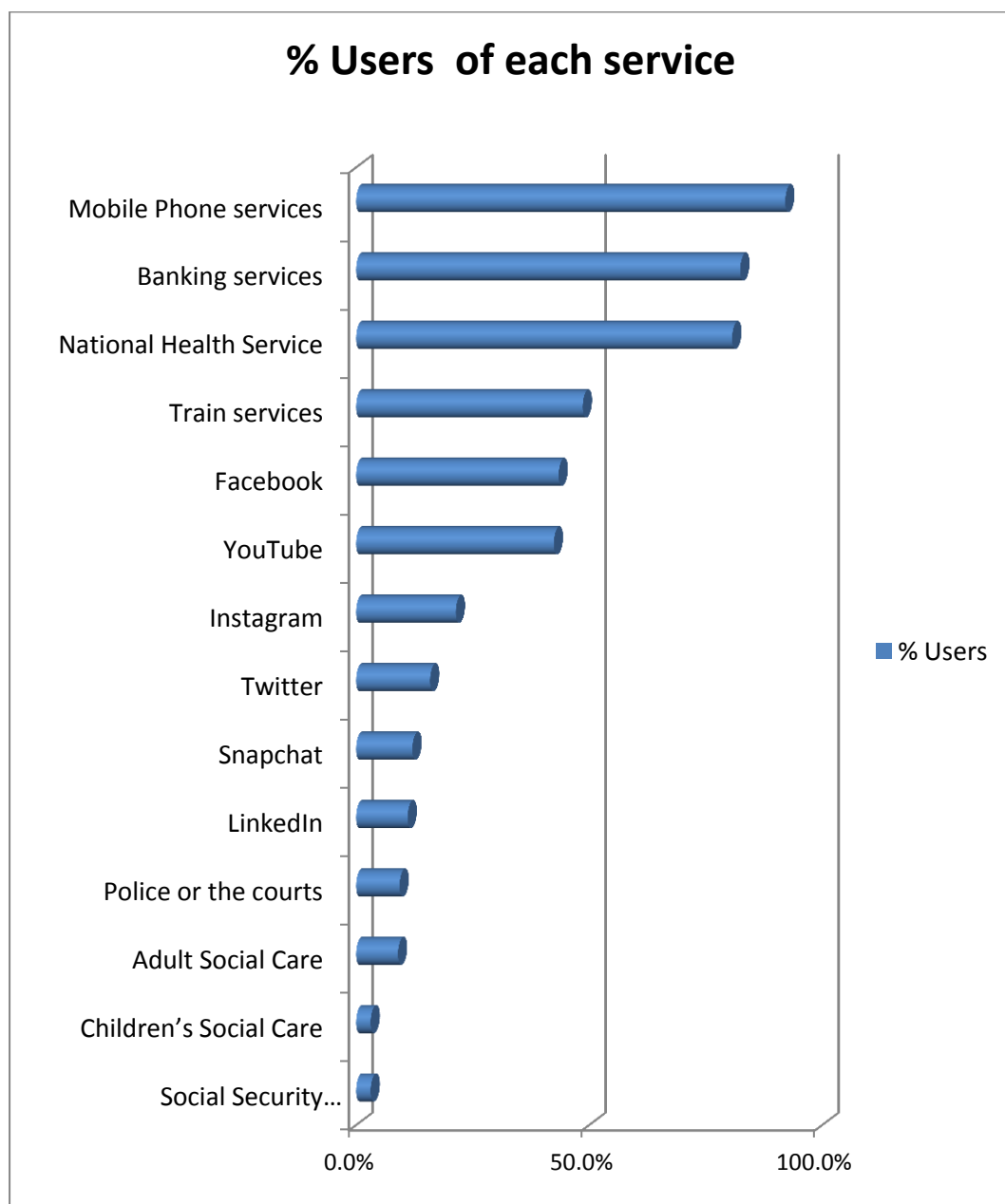
[illegible][illegible]

Satisfaction with various services

As part of our consideration of measures other than financial to assess the success of our society to progress over time we asked people to provide their satisfaction with a variety of services they have experienced in the past year. The services covered public services, private service and social media and the individual results are summarised in the appendix.

However, we think it is of interest to view the results across all three areas at the same time. The measure of satisfaction used was a very simple 3 point scale: *Entirely satisfied*; *somewhat satisfied* and *not satisfied*.

Firstly the usage of the services varied significantly from almost everyone using a mobile phone service (92.1%), closely followed by banking and the National Health Service, to very few persons using one or other of our care or social services.

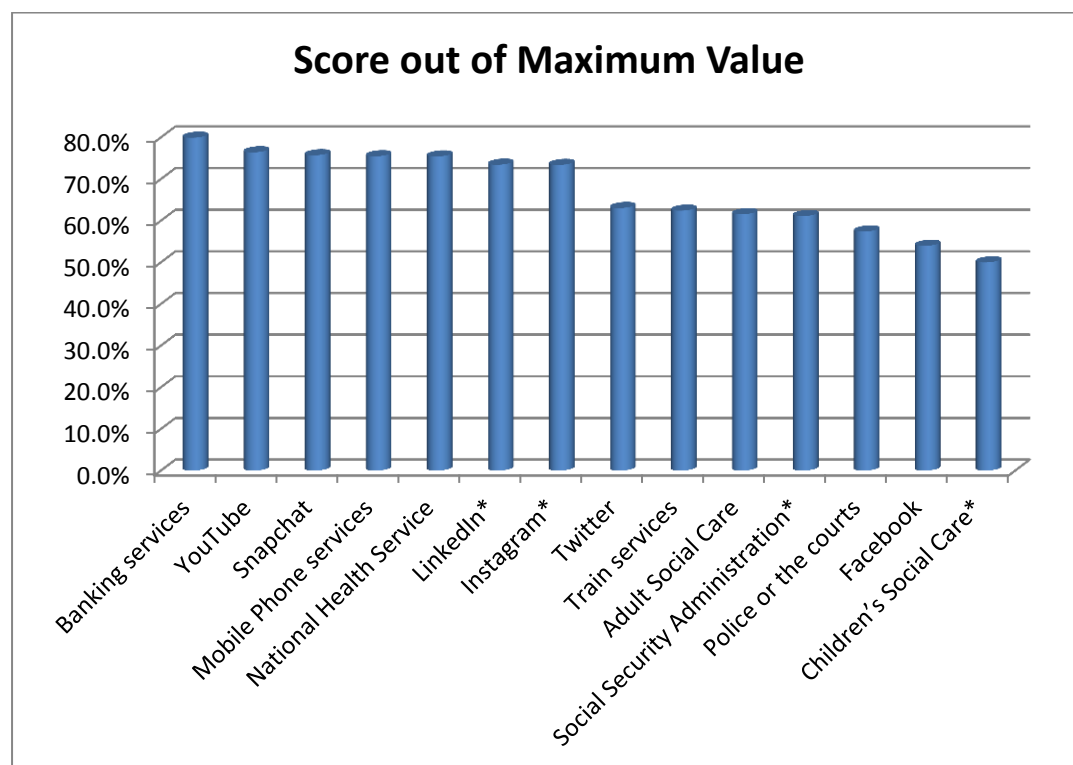


Summarising the satisfaction results provided in the appendix as a percentage of users of each service gives the following distribution:

	<u>Entirely satisfied</u>	<u>Somewhat satisfied</u>	<u>Not really satisfied</u>	<u>Satisfaction Score</u>
Banking services	64.4%	31.0%	4.6%	79.9%
YouTube	56.9%	39.0%	4.1%	76.4%
Snapchat	62.9%	25.7%	11.4%	75.7%
Mobile Phone services	58.4%	34.1%	7.5%	75.5%
National Health Service	61.5%	27.8%	10.7%	75.4%
LinkedIn*	56.3%	34.4%	9.4%	73.4%
Instagram*	51.6%	43.5%	4.8%	73.4%
Twitter	45.7%	34.8%	19.6%	63.0%
Train services	36.9%	51.1%	12.1%	62.4%
Adult Social Care	38.5%	46.2%	15.4%	61.5%
Social Security Administration*	33.3%	55.6%	11.1%	61.1%
Police or the courts	37.0%	40.7%	22.2%	57.4%
Facebook	27.0%	54.0%	19.0%	54.0%
Children's Social Care*	44.4%	11.1%	44.4%	50.0%

Where the satisfaction score is calculated by:

1. Firstly using **2** for those saying entirely satisfied, **1** for those somewhat satisfied and **0** for those not satisfied
2. Then calculating the sum of those scores as a proportion of the maximum possible value achieved if all users had scored the service as '*entirely satisfactory*'.



Appendix – Count of Responses

Sample Type

LANDLINE	01	156	53.8%
MOBILE	02	144	49.7%
Total		290	100.0%

Q1

Please tell me which of the following public services you have personally used or experienced at any time in the past year

National Health Service	01	234	80.7%
Children's Social Care	02	9	3.1%
Adult Social Care	03	26	9.0%
Social Security Administration	04	9	3.1%
Police or the courts	05	27	9.3%
Other public services	06	7	2.4%
NONE USED OR EXPERIENCED	07	50	17.2%
Total		290	100.0%

Q2_01

National Health Service

Entirely satisfied with the service you received		144	61.5%
Somewhat satisfied with the service	02	65	27.8%
Not really satisfied	03	25	10.7%
Total		234	100.0%

Q2_02

Children's Social Care

Entirely satisfied with the service you received	01	4	44.4%
Somewhat satisfied with the service	02	1	11.1%
Not really satisfied	03	4	44.4%
Total		9	100.0%

Q2_03

Adult Social Care

Entirely satisfied with the service you received	01	10	38.5%
Somewhat satisfied with the service	02	12	46.2%
Not really satisfied	03	4	15.4%
Total		26	100.0%

Q2_04

Social Security Administration

Entirely satisfied with the service you received		3	33.3%
Somewhat satisfied with the service	02	5	55.6%
Not really satisfied	03	1	11.1%

Total		9	100.0%
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Q2_05

Police or the courts

Entirely satisfied with the service you received		10	37.0%
Somewhat satisfied with the service	02	11	40.7%
Not really satisfied	03	6	22.2%
Total		27	100.0%

Q2_06

Other public services

Entirely satisfied with the service you received	01	6	85.7%
Somewhat satisfied with the service	02	1	14.3%
Not really satisfied	03	0	0.0%
Total		7	100.0%

Q3

Have you used any of these other services during the past 12 months?

Banking services	01	239	82.4%
Train services	02	141	48.6%
Mobile Phone services	03	267	92.1%
Total		290	100.0%

Q4_01

And how satisfied would you say you were with Banking services?

Entirely satisfied with the service you received	01	154	64.4%
Somewhat satisfied with the service	02	74	31.0%
Not really satisfied	03	11	4.6%
Total		239	100.0%

Q4_02

And how satisfied would you say you were with Train services?

Entirely satisfied with the service you received	01	52	36.9%
Somewhat satisfied with the service	02	72	51.1%
Not really satisfied	03	17	12.1%
Total		141	100.0%

Q4_03

And how satisfied would you say you were with Mobile Phone services?

Entirely satisfied with the service you received	01	156	58.4%
Somewhat satisfied with the service	02	91	34.1%
Not really satisfied	03	20	7.5%
Total		267	100.0%

Q5**Is the mobile phone you normally use a smart phone?**

Yes	01	209	78.3%
No	02	58	21.7%
Total		267	100.0%

Q6**Which of the following do you use at home?**

Tablet Computer	01	127	43.8%
Laptop	02	150	51.7%
Desktop (at home)	03	73	25.2%
NONE OF THESE	04	80	27.6%
Total		290	100.0%

Q6A**Which of the following social media networks do you use?**

Facebook	01	126	43.4%
Twitter	02	46	15.9%
LinkedIn	03	32	11.0%
YouTube	04	123	42.4%
Instagram	05	62	21.4%
Snapchat	06	35	12.1%
Other (SPECIFY ONE OTHER MAIN SOCIAL MEDIA NETWORK USED)	07	22	7.6%
None of these	08	63	21.7%
Total		290	100.0%

Q6B_01**How satisfied would you say you are with Facebook?**

Entirely satisfied	01	34	27.0%
Somewhat satisfied	02	68	54.0%
Not really satisfied	03	24	19.0%
Total		126	100.0%

Q6B_02**How satisfied would you say you are with Twitter?**

Entirely satisfied		21	45.7%
Somewhat satisfied	02	16	34.8%
Not really satisfied	03	9	19.6%
Total		46	100.0%

Q6B_03**How satisfied would you say you are with LinkedIn?**

Entirely satisfied	01	18	56.3%
Somewhat satisfied	02	11	34.4%
Not really satisfied	03	3	9.4%
Total		32	100.0%

Q6B_04

How satisfied would you say you are with YouTube?

Entirely satisfied	01	70	56.9%
Somewhat satisfied	02	48	39.0%
Not really satisfied	03	5	4.1%
Total		123	100.0%

Q6B_05

How satisfied would you say you are with Instagram?

Entirely satisfied	01	32	51.6%
Somewhat satisfied	02	27	43.5%
Not really satisfied	03	3	4.8%
Total		62	100.0%

Q6B_06

How satisfied would you say you are with Snapchat?

Entirely satisfied	01	22	62.9%
Somewhat satisfied	02	9	25.7%
Not really satisfied	03	4	11.4%
Total		35	100.0%

Q6B_07

How satisfied would you say you are with the Other Service

Entirely satisfied	01	16	72.7%
Somewhat satisfied	02	6	27.3%
Not really satisfied	03	0	0.0%
Total		22	100.0%

Q7

Have you used the internet to SELL anything in the last 12 months on your own behalf?

Yes	01	49	21.1%
No	02	182	78.4%
REFUSED	03	1	0.4%
Total		232	100.0%

Q8

Was that through a general website such as Amazon, ebay, Gumtree or a Local site?

Yes	01	47	95.9%
No	02	2	4.1%
Total		49	100.0%

Q9

Do you have your own personal website or access to a private site for sales purposes?

Yes	01	10	20.4%
No	02	38	77.6%
REFUSED	03	1	2.0%

Total		49	100.0%
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Q10A

So which of these have you sold:

Personal belongings		44	89.8%
Items you had purchased for resale	02	6	12.2%
Products you had personally made	03	5	10.2%
Other (please specify)	04	2	4.1%
REFUSED	05	0	0.0%
Total		49	100.0%

Q11A

These days many people earn money from internet platforms run by companies such as Task Rabbit, Uber, AirBnB, Deliveroo; Handy, and many others. Have you earned any money during the past year from using any internet platforms?

Yes	01	7	2.4%
No	02	246	84.8%
Not answered	03	37	12.8%
Total		290	100.0%

Q11B

Which ones have you used? Just to reiterate we are interested in those you have used to earn money, not those you may have used to purchase goods or services.

AirBnB	01	3	42.9%
Deliveroo	02	0	0.0%
DoorDash	03	0	0.0%
Careem	04	0	0.0%
ClassPass	05	0	0.0%
Freelance	06	0	0.0%
Handy	07	0	0.0%
Homejoy	08	0	0.0%
Just Eat	09	0	0.0%
TaskRabbit	10	0	0.0%
Taskhub	11	0	0.0%
Uber	X	1	14.3%
Udemy	12	0	0.0%
UrbanSitter	13	0	0.0%
Other (PLEASE SPECIFY)	14	4	57.1%
REFUSED	15	0	0.0%
Total		7	100.0%

Q12

Do you do any other paid work from internet use? For example occasionally completing survey questionnaires over the web?

Yes	01	8	2.8%
No	02	235	81.0%
Not answered	03	47	16.2%

Total		290	100.0%
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Q12B

Do you use an app or website to log your work and record the time worked?

Yes	01	4	36.4%
No	02	7	63.6%
Total		11	100.0%

Q13

Would you say that you make sufficient income from the internet to consider it a weekly income, a monthly amount or just an occasional amount?

Weekly	01	0	0.0%
Monthly	02	6	10.7%
Occasionally	03	43	76.8%
Don't know	04	7	12.5%
Total		56	100.0%

Q13BM

Approximately how much would you say you get each month?

Less than £50	01	0	0.0%
£50 to £99	02	0	0.0%
£100 to £199	03	1	20.8%
£200 to £499	04	1	20.8%
£500 to £999	05	0	0.0%
£1,000 to £1,999	06	1	16.7%
£2,000 to £4,999	07	0	0.0%
£5,000 or more	08	2	33.3%
Not Applicable	10	0	0.0%
Don't know	11	0	0.0%
REFUSED	12	1	20.8%
Total		6	100.0%

Q13C

Approximately how much would you say you earned in the past year?

Less than £50	01	13	29.5%
£50 to £99	02	12	27.3%
£100 to £199	03	5	11.4%
£200 to £499	04	4	9.1%
£500 to £999	05	8	18.2%
£1,000 to £1,999	06	0	0.0%
£2,000 to £4,999	07	0	0.0%
£5,000 or more	08	1	2.3%
Not Applicable	10	1	2.3%
Don't know	11	0	0.0%
REFUSED	12	0	0.0%
Total		44	100.0%

Q13D

Is that income in addition to any other earned income you may have (please ignore any savings or investment income)?

Yes	01	39	69.6%
No	02	17	30.4%
Total		56	100.0%

Q13E

And do you have your own business for the income you get from using the Internet?

Yes	01	8	14.3%
No	02	47	83.9%
REFUSED	03	1	1.8%
Total		56	100.0%

Q13F

Is that business registered for VAT?

Yes	01	6	75.0%
No	02	2	25.0%
REFUSED	03	0	0.0%
Total		8	100.0%

Q14

How would you describe your employment status?

Employed full time	01	81	27.9%
Employed part time	02	37	12.8%
Self-employed	03	22	7.6%
Retired	04	115	39.7%
In fulltime education	05	8	2.8%
Unemployed	06	21	7.2%
Other (PLEASE SPECIFY)	07	4	1.4%
REFUSED	08	2	0.7%
Total		290	100.0%

Q14B

What is the main industry or type of business that you work in?

Agriculture	01	1	0.9%
Mining & Quarrying	02	0	0.0%
Construction	03	13	11.1%
Manufacturing	04	6	5.1%
Retail or Wholesale services	05	8	6.8%
Hospitality Services	06	4	3.4%
Business Services	07	12	10.3%
Public Services	08	28	23.9%
Other	09	38	32.5%
REFUSED	11	7	6.0%
Total		117	100.0%

Q14C

And what type of employment contract do you have? Is it a normal contract or a zero hours contract?

Normal	01	96	82.1%
Zero hours	02	9	7.7%
No contract	03	9	7.7%
Don't know	04	3	2.6%
REFUSED	05	0	0.0%
Total		117	100.0%

Q15A (Landline Sample Only)

Please can you tell me how many other adults aged 16 or more use the telephone we are speaking on?

1	01	65	41.7%
2	02	23	14.7%
3	03	8	5.1%
4	04	4	2.6%
5 OR MORE	05	2	1.3%
REFUSED	06	1	0.6%
Total		156	100.0%

Q15B (Landline Sample Only)

Do you also have the use of a mobile phone?

Yes	01	137	87.8%
No	02	19	12.2%
Total		156	100.0%

Q15C (Landline Sample Only)

How many mobiles do you use?

1	01	124	90.5%
2	02	12	8.8%
3+	03	0	0.0%
REFUSED	04	1	0.7%
Total		137	100.0%

Q16A (Mobile Sample Only)

Is this the only mobile you use?

Yes	01	114	85.1%
No	02	20	14.9%
Total		134	100.0%

Q16B (Mobile Sample Only)**How many other mobiles do you use?**

1	01	15	75.0%
2	02	3	15.0%
3+	03	2	10.0%
REFUSED	04	0	0.0%
Total		20	100.0%

Q16C (Mobile Sample Only)**Do you also have use of a landline?**

Yes	01	85	63.4%
No	02	49	36.6%
Total		134	100.0%

Q17A**Looking ahead to next year would you expect to be?**

Better off than you are now	01	59	20.3%
Worse off than you are now	02	49	16.9%
About the same	03	164	56.6%
Don't know	04	17	5.9%
REFUSED	05	1	0.3%
Total		290	100.0%

Q18**What age were you at your last birthday?**

16-19	01	7	2.4%
20-24	02	20	6.9%
25-34	03	25	8.6%
35 -44	04	27	9.3%
45-54	05	50	17.2%
55-64	06	55	19.0%
65-74	07	59	20.3%
75+	08	43	14.8%
Refused	10	4	1.4%
Total		290	100.0%

Q19**Gender**

MALE	01	137	47.2%
FEMALE	02	153	52.8%
Total		290	100.0%

Q20

Finally, can you tell me approximately what your total household income is?

Up to £15,000 per annum	01	69	23.8%
over £15,000 and up to £25,000	02	36	12.4%
over £25,000 and up to £50,000	03	46	15.9%
over £50,000 per annum	04	41	14.1%
REFUSED	05	98	33.8%
Total		290	100.0%

Additional Questions for last 100 interviews:

Q3NEW

Which mobile phone service do you use?

EE	01	23	26.4%
O2	02	19	21.8%
Three	03	11	12.6%
Vodafone	04	17	19.5%
ASDA Mobile	05	0	0.0%
BT Mobile	06	3	3.4%
Plusnet Mobile	07	0	0.0%
Virgin Mobile	08	2	2.3%
Utility Warehouse	09	0	0.0%
1pMobile	10	0	0.0%
The Phone Coop	11	0	0.0%
Giffgaff	12	5	5.7%
Tesco Mobile	13	2	2.3%
Sky Mobile	14	1	1.1%
LycaMobile	15	0	0.0%
iD Mobile	16	2	2.3%
Smarty	17	0	0.0%
FreedomPop	18	0	0.0%
Voxi	19	0	0.0%
Lebara Mobile	20	1	1.1%
Talk Mobi	21	0	0.0%
Other (PLEASE SPECIFY)	22	1	1.1%
Total		87	100.0%

Q17CNEW

By what % would you expect your income to change?

1-2%	01	15	41.7%
3-5%	02	6	16.7%
5-10%	03	5	13.9%
more than 10%	04	10	27.8%
Total		36	100.0%

Q17DNEW

Do you consider yourself to be working within the Gig economy?

YES	01	4	17.4%
NO	02	19	82.6%
Total		23	100.0%

Q19ANEW

Can you tell me which region of the UK you live in?

Eastern England	01	12	12.0%
South East	02	11	11.0%
South West	03	8	8.0%
East Midlands	04	9	9.0%
West Midlands	05	6	6.0%
Greater London	06	9	9.0%
North East	07	10	10.0%
North West	08	4	4.0%
Yorks and Humberside	09	25	25.0%
Northern Ireland	10	3	3.0%
Scotland	11	3	3.0%
Wales	12	0	0.0%
Total		100	100.0%

Technical Note

The results provided in this document arise from test work conducted over the period 9th to 27th October, using telephone data collection. It is a summary drawn from 4 trial surveys, one of 100 respondents, one of 90 respondents and 2 each with 50 respondents. Two different telephone agencies were used and in each case RDD samples were provided by Sample Answers Ltd, each consisting of 50% landline and 50% mobile numbers. It should be noted that the work included a special investigation of Hull which has increased the proportion from Yorkshire and Humberside.

The surveys have achieved their objective of providing adequate evidence for our proposed methods and we publish these summaries for interest. We do not make any claim that they are representative of the UK population aged 16+.