

FIELDWORK AND RESULTS

The results on the following page are for NRS July 2010-June 2011 and are based on interviews carried out between 26 June 2010 and 6 July 2011. Fieldwork results are shown for original and replacement addresses separately (first and second columns) and for all addresses in total (final column).

Fully trained interviewers were used on the survey and a very high standard of accuracy and reliability was set. This was maintained by a comprehensive editing procedure and constant supervision. Every questionnaire failing to come up to the standard required, for reasons of omissions or inconsistencies, was rejected.

Known to be away temporarily means that the interviewer found that the person to be interviewed would be away from home for the whole of the interviewing period in that area.

Out, 5 or more calls means that the person to be interviewed was known to be 'in residence' but was out on each of the five or more occasions that the interviewer called.

Refused includes all refusals both by and on behalf of the person to be interviewed.

Interview not possible means that the person to be interviewed was incapable of giving a satisfactory interview because of sickness, infirmity, deafness or other such incapacity, or inability to speak English.

Other Reasons include any other reasons not included in the above descriptions.

From February 2006, respondents completing a postal follow-up questionnaire in London, the South East or East Anglia have been included in the response rates.

NRS JULY 2010-JUNE 2011

	Original addresses		Replacement addresses		All addresses	
Total addresses issued	62393	100%	5127	100%	67520	100%
<u>Less</u> business addresses	442		50		492	
<u>Less</u> address not located/empty or demolished	4118		344		4462	
<u>Less</u> non-main residence	319		45		364	
	4879	7.8%	439	8.6%	5318	7.9%
<u>Plus</u> additional multi-household generated	1024		94		1118	
<u>Less</u> empty household	38		3		41	
A) Total potential contact households	58500	100%	4779	100%	63279	100%
<u>Less</u> No reply received at any call	6582		454		7036	
<u>Less</u> Contact refused	2834		176		3010	
	9416	16.1%	630	13.2%	10046	15.9%
Contact interview achieved	49084	83.9%	4149	86.8%	53233	84.1%
B) Selected persons	54885	100%	4625	100%	59510	100%
<u>Less</u> No reply received at any call	4596		297		4893	
<u>Less</u> Known to be away temporarily	1418		101		1519	
<u>Less</u> Out, 5 or more calls made temporarily	899		975		1874	
<u>Less</u> Known to be busy temporarily	962		1027		1989	
<u>Less</u> Refused	12571		725		13296	
<u>Less</u> Interview not possible	741		48		472	
<u>Less</u> Other reasons for no interview	446		26		36537	
Number of interviews obtained with selected persons (including self-completion)	33250	60.6%	3287	71.1%		61.4%
Overall response rate (A x B)		50.8%		61.7%		51.6%