

## FIELDWORK AND RESULTS

The results on the following page are for NRS October 2016 – September 2017 and are based on interviews carried out between 19 September 2016 and 30 September 2017. 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.

## NRS October 2016 – September 2017

|   | Original addresses |       | Replacement addresses |       | All addresses |       |
|---|--------------------|-------|-----------------------|-------|---------------|-------|
| Total addresses issued                              | 66004              | 100%  | 5253                  | 100%  | 71257         | 100%  |
| <u>Less</u> business addresses                      | 486                |       | 56                    |       | 542           |       |
| <u>Less</u> address not located/empty or demolished | 4275               |       | 317                   |       | 4592          |       |
| <u>Less</u> non-main residence                      | 319                |       | 40                    |       | 359           |       |
| <u>Less</u> not eligible                            | 1                  |       | -                     |       | 1             |       |
|   | 5081               | 7.7%  | 413                   | 7.9%  | 5494          | 7.7%  |
| <u>Plus</u> additional multi-household generated    | 863                |       | 80                    |       | 943           |       |
| <u>Less</u> empty household                         | 26                 |       | 4                     |       | 30            |       |
| A) Total potential contact households               | 61760              | 100%  | 4916                  | 100%  | 66676         | 100%  |
| <u>Less</u> No reply received at any call           | 9105               |       | 492                   |       | 9597          |       |
| <u>Less</u> Contact refused                         | 3951               |       | 216                   |       | 4167          |       |
|   | 13056              | 21.1% | 708                   | 14.4% | 13764         | 20.6% |
| Contact interview achieved                          | 48704              | 78.9% | 4208                  | 85.6% | 52912         | 79.4% |
| B) Selected persons                                 | 54250              | 100%  | 4686                  | 100%  | 58936         | 100%  |
| <u>Less</u> No reply received at any call           | 4842               |       | 307                   |       | 5149          |       |
| <u>Less</u> Known to be away temporarily            | 1327               |       | 81                    |       | 1408          |       |
| <u>Less</u> Out, 5 or more calls made temporarily   | 803                |       | 79                    |       | 882           |       |
| <u>Less</u> Known to be busy temporarily            | 1093               |       | 79                    |       | 1172          |       |
| <u>Less</u> Refused                                 | 14088              |       | 797                   |       | 14885         |       |
| <u>Less</u> Interview not possible                  | 753                |       | 46                    |       | 799           |       |
| <u>Less</u> Other reasons for no interview          | 407                |       | 22                    |       | 429           |       |
| Number of interviews obtained with selected persons | 30937              | 57.0% | 3275                  | 69.9% | 34212         | 58.1% |
| Overall response rate (A x B)                       |                    | 45.0% |                       | 59.8% |               | 46.1% |