

A Review of Public Consultation

Prepared for People Select Committee

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of good
consultation

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Principles of good consultation

01

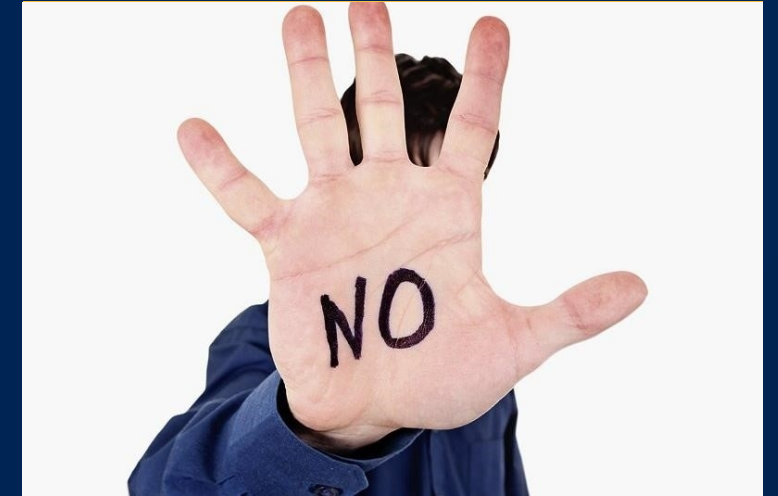
Make sure it is representative



**Who will you interview?
How many?**



**What mode will you
choose?**



**Think about response
rate**

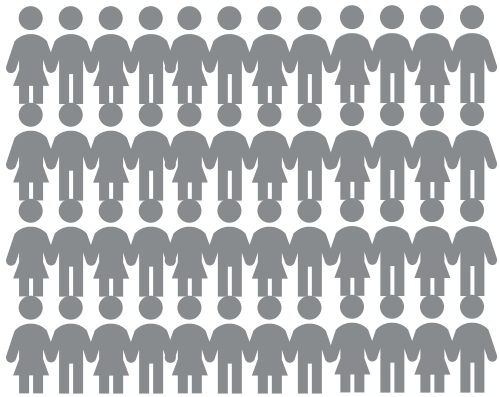
Selecting your sample

Population

Sample Frame

Sample

Respondents



Using interviewers



Interviewers can help by...

- Finding the right respondent / household
- Encouraging participation / discouraging break-offs
- Guiding the respondent in answering difficult questions
- Probing for detailed / high-quality responses

But they can also be a source of error through social desirability effects

Mode

	Online	Postal	Phone	Face-to-face
Sample frame	Poor coverage	Good coverage	Average coverage	Good coverage
Self-completion	Yes	Yes	No	No
Response rate	Poor	Poor	Medium	Good
Max Q'aire length	Short	Short	Medium	Long
Design considerations	Device agnostic	Readability of layout	Script for telephone interviewer	Showcards, Display on tablets
Time required for fieldwork	Very quick	Medium	Quick	Slow

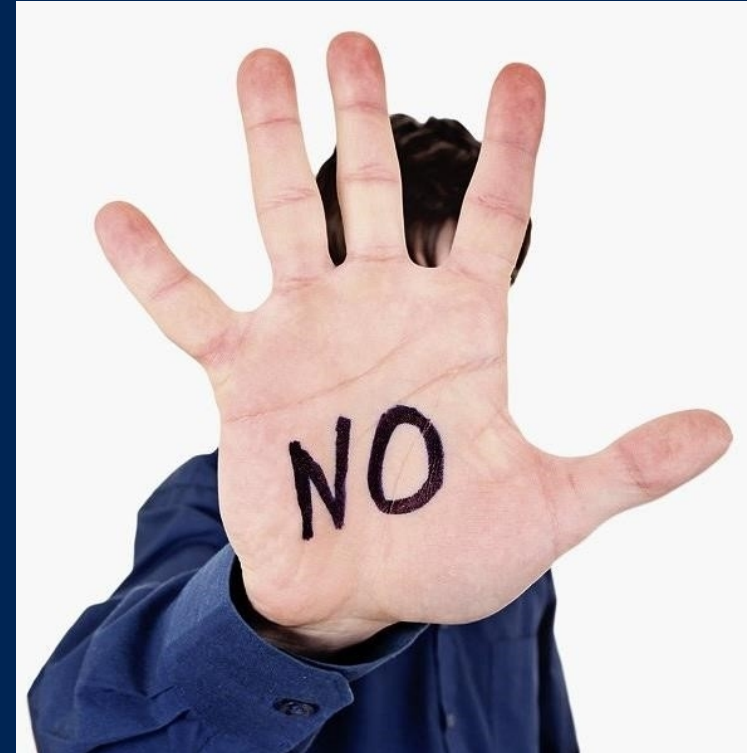
Maximising response

Non-contact

- Pre-notifications / reminder / mailings / calling patterns
- Length of data collection period

Refusal to take part

- Survey materials
- Incentives
- Interviewers



Maximising response

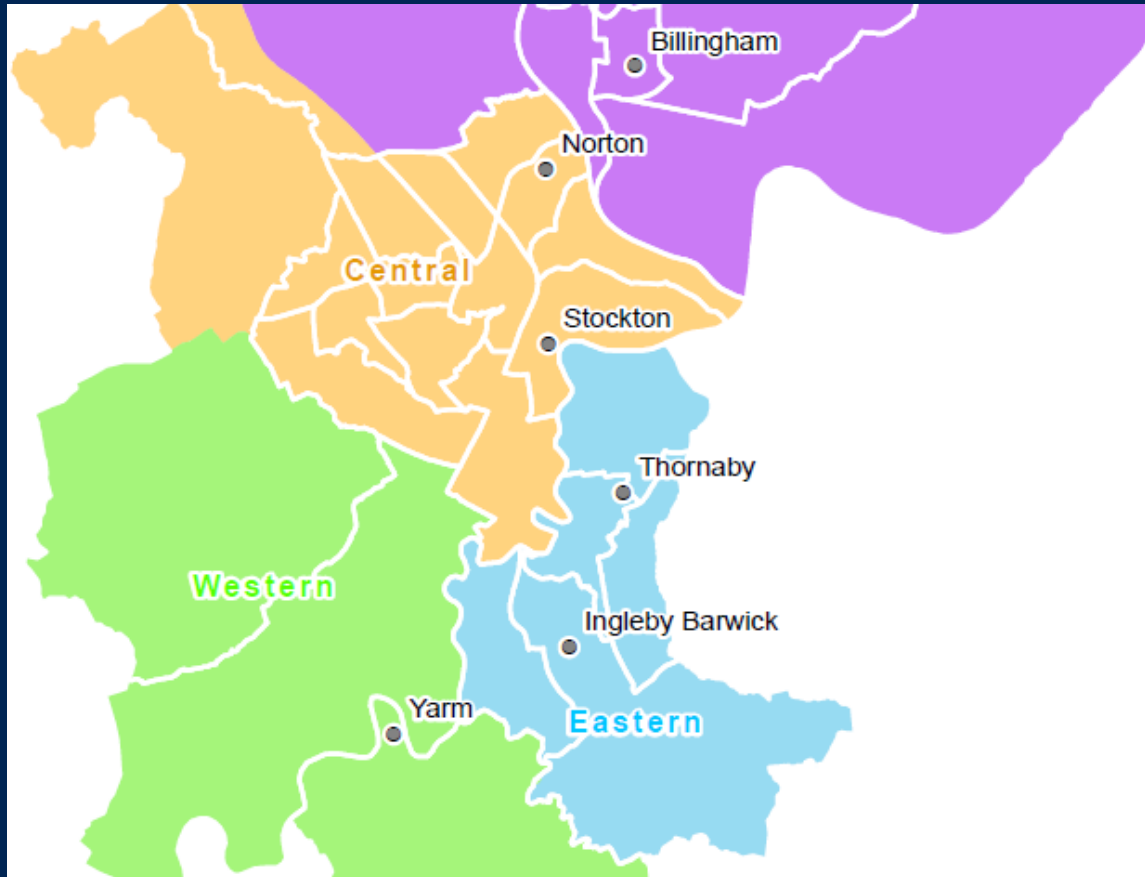
Social exchange theory

Maximise rewards	Minimise costs
Demonstrate importance and usefulness of research (offer to share findings)	Avoid inconvenience (flexibility of time, pre-paid postage)
Make it interesting	Minimise requests for personal information (and explain the need and reassure confidentiality)
Show positive regard (request help/thank your respondents)	Avoid embarrassment (don't begin with sensitive questions)
Give social validation (e.g. others have responded)	Avoid unnecessary burden (q'aire length/complex tasks)
Provide tangible incentive (financial or non-financial)	

The Stockton approach

02

Method



In-home survey

2,098 residents

Minimum 80 per ward

Quotas – age, gender and work status

July – December 2019



Q

- **Perceptions of local area**
- **Safety**
- **Community involvement**
- **The local economy**
- **Health and wellbeing**
- **The Council and its services**
- **Events, festivals and markets**

Analysis



Tracking performance

Story at Locality level

Benchmark against national datasets

Industry developments

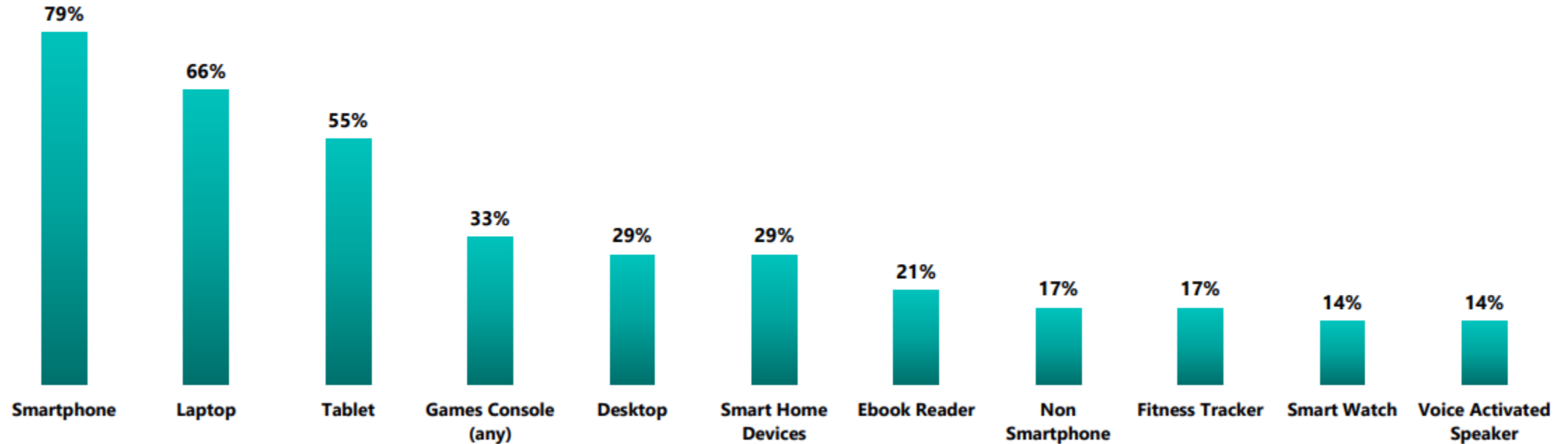
03

Smartphones are the most owned devices with 4 in 5 GB adults owning one



Ownership of Technology

Q01. Which, if any, of the following do you own?

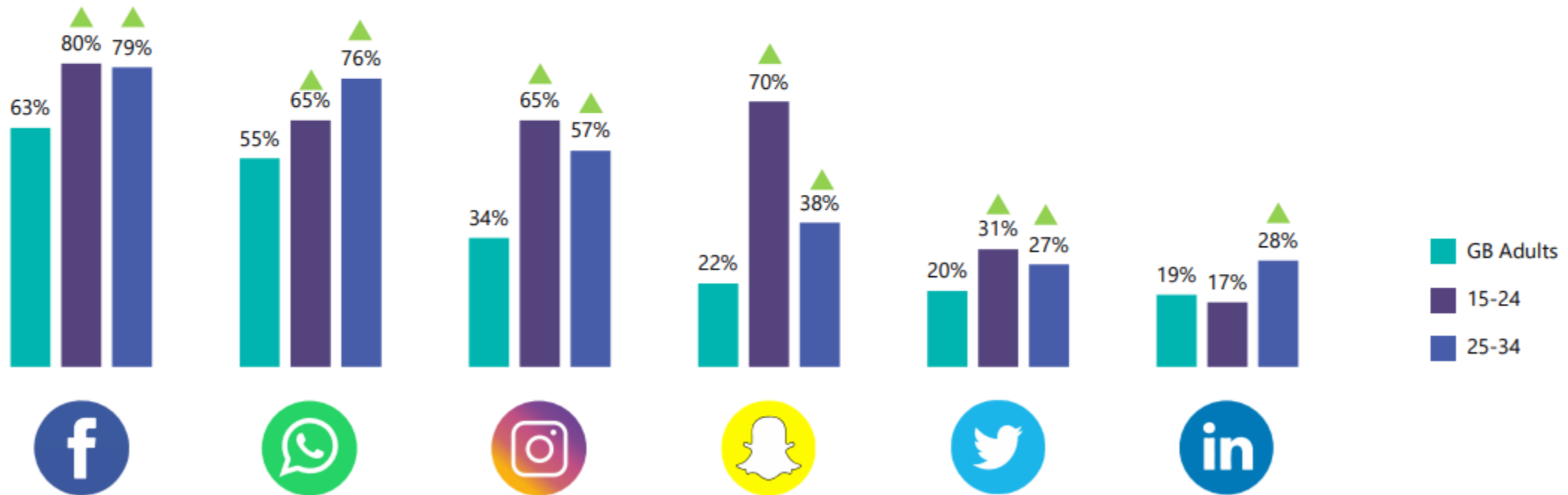


Amongst social media brands, Snapchat has the largest difference by age, with 7 in 10 15-24s using the service compared to less than 4 in 10 25-34s



Usage of Social Media

Q06. Which of the following social networking services, if any, do you ever use?



Innovative methods



Ipsos Mobile

Quantitative and qualitative application

Diaries, geo-triggered surveys, longitudinal ...

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Online Communities

Group of individuals participate in focus grps, forums, diaries, surveys, concept testing...



Push to web

Offline contact to 'push' people to go online

Innovative methods



Social listening

Search queries to identify relevant social media data - time-stamped, geo-location.

Online dashboards



Augmented Reality

Layers 2D or 3D digital content over hard copy. Data visualisation, triggering surveys



- Text analysis
- Ethnography
- Virtual reality
- Digital observation
- Facial coding
- IRT

Questions

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