

## **Fieldwork Assistance**

### **SAMPLE DATA TABLES**

April 2011

**Q1. How satisfied or dissatisfied are you with the quality of the product?**

Counts Break % Respondents	Total	Region					
		North East	North West	Midlands	East Anglia	South East	South West
<b>Base</b>	<b>293</b>	<b>47</b>	<b>53</b>	<b>40</b>	<b>56</b>	<b>59</b>	<b>38</b>
<b>Mean</b>	<b>3.94</b>	3.83	3.96	3.63	4.25	3.90	4.00
<b>Standard Error</b>	<b>0.05</b>	0.12	0.13	0.14	0.08	0.09	0.10
<b>How satisfied or dissatisfied are you with the quality of...</b>							
<b>Very satisfied</b>	<b>53</b> <b>18.1%</b>	7 14.9%	13 24.5%	3 7.5%	19 33.9%	5 8.5%	6 15.8%
<b>Fairly satisfied</b>	<b>195</b> <b>66.6%</b>	30 63.8%	32 60.4%	26 65.0%	33 58.9%	47 79.7%	27 71.1%
<b>Neither satisfied nor dissatisfied</b>	<b>27</b> <b>9.2%</b>	6 12.8%	4 7.5%	5 12.5%	3 5.4%	5 8.5%	4 10.5%
<b>Fairly dissatisfied</b>	<b>11</b> <b>3.8%</b>	3 6.4%	1 1.9%	5 12.5%	1 1.8%	- -	1 2.6%
<b>Very dissatisfied</b>	<b>7</b> <b>2.4%</b>	1 2.1%	3 5.7%	1 2.5%	- -	2 3.4%	- -

i) Demonstrates ability to analyse by geographic area.

ii) Standard error is equivalent to standard deviation.

**Q1. How satisfied or dissatisfied are you with the quality of the product?**

Counts Break % Respondents	Total	Age					Ethnic Group			
		18 - 34	35 - 49	50 - 64	64+	No reply	White British	White other	Non white	Prefer not to say
<b>Base</b>	<b>331</b>	<b>36</b>	<b>82</b>	<b>106</b>	<b>103</b>	<b>4</b>	<b>309</b>	<b>5</b>	<b>12</b>	<b>5</b>
<b>Mean</b>	<b>3.92</b>	3.89	3.95	3.89	4.00	2.75	3.94	3.20	4.00	3.20
<b>Standard Error</b>	<b>0.05</b>	0.12	0.07	0.09	0.08	0.54	0.04	0.72	0.24	0.52
<b>How satisfied or dissatisfied are you with the quality of...</b>										
<b>Very satisfied</b>	<b>62</b> <b>18.7%</b>	5 13.9%	10 12.2%	21 19.8%	26 25.2%	- -	57 18.4%	2 40.0%	3 25.0%	- -
<b>Fairly satisfied</b>	<b>213</b> <b>64.4%</b>	24 66.7%	62 75.6%	66 62.3%	60 58.3%	1 25.0%	203 65.7%	- -	7 58.3%	3 60.0%
<b>Neither satisfied nor dissatisfied</b>	<b>33</b> <b>10.0%</b>	5 13.9%	7 8.5%	8 7.5%	11 10.7%	2 50.0%	30 9.7%	1 20.0%	1 8.3%	1 20.0%
<b>Fairly dissatisfied</b>	<b>15</b> <b>4.5%</b>	2 5.6%	2 2.4%	8 7.5%	3 2.9%	- -	13 4.2%	1 20.0%	1 8.3%	- -
<b>Very dissatisfied</b>	<b>8</b> <b>2.4%</b>	- -	1 1.2%	3 2.8%	3 2.9%	1 25.0%	6 1.9%	1 20.0%	- -	1 20.0%

i) Cross tab is based on census classification but can be adjusted to suit.

ii) A further cut could be by geographic area so that the same information is available for just – say – a single post code.

**Q2 Which of the following services have you used in the past 12 months?**

Counts Break % Respondents	Total	Region					
		North East	North West	Midlands	East Anglia	South East	South West
<b>Base</b>	<b>293</b>	<b>47</b>	<b>53</b>	<b>40</b>	<b>56</b>	<b>59</b>	<b>38</b>
<b>Mean</b>	<b>2.39</b>	2.36	2.27	2.55	2.45	2.48	2.17
<b>Standard Error</b>	<b>0.10</b>	0.26	0.22	0.26	0.21	0.22	0.25
<b>Which of the following services have you used in the past...</b>							
<b>Select only</b>	<b>54</b> <b>18.4%</b>	10 21.3%	8 15.1%	10 25.0%	10 17.9%	11 18.6%	5 13.2%
<b>Select and pack</b>	<b>26</b> <b>8.9%</b>	3 6.4%	5 9.4%	2 5.0%	7 12.5%	6 10.2%	3 7.9%
<b>Planned delivery</b>	<b>24</b> <b>8.2%</b>	- -	5 9.4%	5 12.5%	4 7.1%	6 10.2%	4 10.5%
<b>Direct debit or Standing order</b>	<b>41</b> <b>14.0%</b>	8 17.0%	5 9.4%	6 15.0%	11 19.6%	6 10.2%	5 13.2%
<b>Include promotion</b>	<b>131</b> <b>44.7%</b>	21 44.7%	26 49.1%	17 42.5%	23 41.1%	25 42.4%	19 50.0%
<b>Trial tasters</b>	<b>17</b> <b>5.8%</b>	5 10.6%	4 7.5%	- -	1 1.8%	5 8.5%	2 5.3%

i) We have used surveys to suggest product improvements and product/service developments.

ii) This and the next table show the depth of information that could be available if required.

**Q2 Which of the following services have you used in the past 12 months?**

Counts Break % Respondents	Total	Age					Ethnic Group			
		18 - 34	35 - 49	50 - 64	64+	No reply	White British	White other	Non white	Prefer not to say
<b>Base</b>	<b>331</b>	<b>35</b>	<b>82</b>	<b>107</b>	<b>103</b>	<b>4</b>	<b>309</b>	<b>5</b>	<b>12</b>	<b>5</b>
<b>Mean</b>	<b>2.39</b>	1.97	2.51	2.37	2.45	3.00	2.39	2.60	2.27	2.67
<b>Standard Error</b>	<b>0.09</b>	0.24	0.18	0.16	0.17	1.41	0.09	0.88	0.37	0.98
<b>Which of the following services have you used in the past...</b>										
<b>Select only</b>	<b>59</b> <b>17.8%</b>	3 8.6%	14 17.1%	20 18.7%	21 20.4%	1 25.0%	55 17.8%	2 40.0%	1 8.3%	1 20.0%
<b>Select and pack</b>	<b>31</b> <b>9.4%</b>	4 11.4%	11 13.4%	9 8.4%	7 6.8%	- -	30 9.7%	- -	1 8.3%	- -
<b>Planned delivery</b>	<b>29</b> <b>8.8%</b>	3 8.6%	8 9.8%	10 9.3%	8 7.8%	- -	28 9.1%	- -	1 8.3%	- -
<b>Direct debit or Standing order</b>	<b>46</b> <b>13.9%</b>	3 8.6%	13 15.9%	13 12.1%	17 16.5%	- -	40 12.9%	- -	5 41.7%	1 20.0%
<b>Include promotion</b>	<b>146</b> <b>44.1%</b>	21 60.0%	32 39.0%	50 46.7%	42 40.8%	1 25.0%	139 45.0%	3 60.0%	3 25.0%	1 20.0%
<b>Trial tasters</b>	<b>20</b> <b>6.0%</b>	1 2.9%	4 4.9%	5 4.7%	8 7.8%	2 50.0%	17 5.5%	- -	1 8.3%	2 40.0%

**Q3 Are there any comments you would like to make about our delivery service?**

Counts Break % Respondents	Total	Region					
		North East	North West	Midlands	East Anglia	South East	South West
<b>Base</b>	<b>294</b>	<b>47</b>	<b>53</b>	<b>40</b>	<b>57</b>	<b>59</b>	<b>38</b>
<b>Are there any comments you would like to make about our delivery service?</b>							
<b>No/ nothing</b>	<b>243</b> <b>82.7%</b>	<b>39</b> <b>83.0%</b>	<b>42</b> <b>79.2%</b>	<b>32</b> <b>80.0%</b>	<b>46</b> <b>80.7%</b>	<b>51</b> <b>86.4%</b>	<b>33</b> <b>86.8%</b>
<b>Helpful delivery drivers</b>	<b>12</b> <b>4.1%</b>	<b>1</b> <b>2.1%</b>	<b>3</b> <b>5.7%</b>	<b>2</b> <b>5.0%</b>	<b>2</b> <b>3.5%</b>	<b>3</b> <b>5.1%</b>	<b>1</b> <b>2.6%</b>
<b>Already supporting other organisations</b>	<b>9</b> <b>3.1%</b>	<b>2</b> <b>4.3%</b>	<b>2</b> <b>3.8%</b>	<b>2</b> <b>5.0%</b>	<b>2</b> <b>3.5%</b>	<b>1</b> <b>1.7%</b>	<b>-</b> <b>-</b>
<b>Deliveries late/ not sure of delivery time</b>	<b>27</b> <b>9.2%</b>	<b>4</b> <b>8.5%</b>	<b>7</b> <b>13.2%</b>	<b>4</b> <b>10.0%</b>	<b>6</b> <b>10.5%</b>	<b>2</b> <b>3.4%</b>	<b>4</b> <b>10.5%</b>
<b>Need later cutoff for next day delivery</b>	<b>10</b> <b>3.4%</b>	<b>2</b> <b>4.3%</b>	<b>1</b> <b>1.9%</b>	<b>-</b> <b>-</b>	<b>4</b> <b>7.0%</b>	<b>3</b> <b>5.1%</b>	<b>-</b> <b>-</b>

- i) Open ended questions where the reponses have been coded to produce the table.
- ii) Sometimes these can spread over two or three pages and may be supported by verbatim comments.

**Q10 Are there any comments you would like to make about our delivery service?**

Counts Break % Respondents	Total	Age					Ethnic Group			
		18 - 34	35 - 49	50 - 64	64+	No reply	White British	White other	Non white	Prefer not to say
<b>Base</b>	<b>332</b>	<b>36</b>	<b>82</b>	<b>107</b>	<b>103</b>	<b>4</b>	<b>310</b>	<b>5</b>	<b>12</b>	<b>5</b>
<b>Are there any comments you would like to make about our delivery service?</b>										
<b>No/ nothing</b>	<b>274</b> <b>82.5%</b>	35 97.2%	76 92.7%	86 80.4%	73 70.9%	4 100.0%	254 81.9%	3 60.0%	12 100.0%	5 100.0%
<b>Helpful delivery drivers</b>	<b>14</b> <b>4.2%</b>	-	4 4.9%	5 4.7%	5 4.9%	-	14 4.5%	-	-	-
<b>Already supporting other organisations</b>	<b>10</b> <b>3.0%</b>	-	2 2.4%	4 3.7%	4 3.9%	-	10 3.2%	-	-	-
<b>Deliveries late/ not sure of delivery time</b>	<b>32</b> <b>9.6%</b>	-	1 1.2%	9 8.4%	22 21.4%	-	30 9.7%	2 40.0%	-	-
<b>Need later cutoff for next day delivery</b>	<b>12</b> <b>3.6%</b>	1 2.8%	1 1.2%	5 4.7%	5 4.9%	-	12 3.9%	-	-	-