



Accent



# Outcome Delivery Incentive Research

Survey Progress

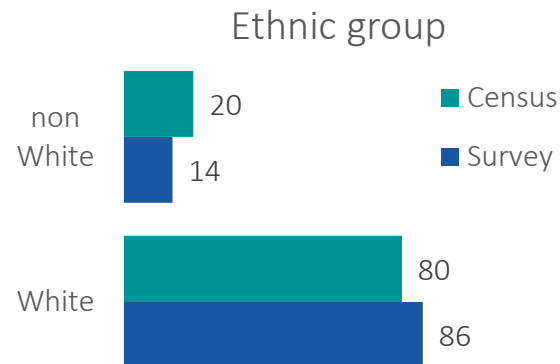
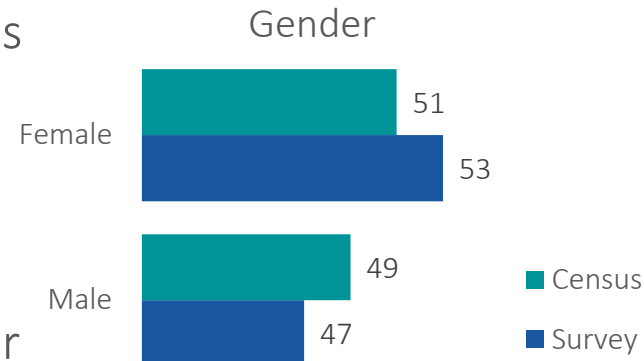
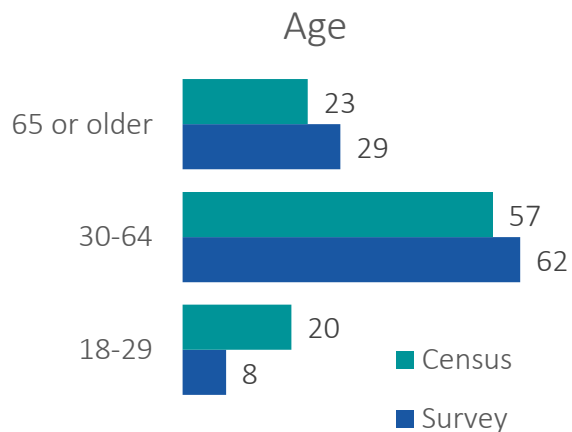
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September 2022 | 3551

# Household survey update

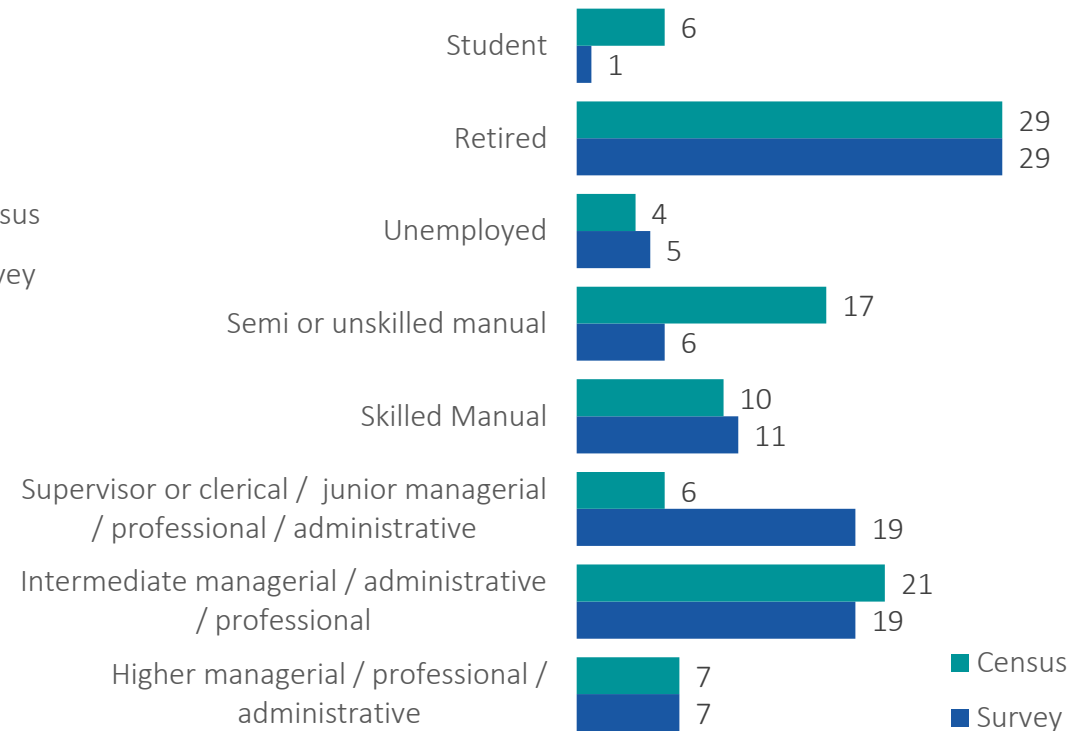
- Target: 12,416
- Achieved: 12,567 (58% PAF, 42% online panel)
  - Postal returns still being accepted, even once quota full
- Targets in all but two strata achieved (both < 3 interviews required)
- Response rate for PAF: 8.4%

# Demographics

- Older age profile than Census
- Close on gender
- More White than Census
- Occupation quite close to Census except for 'Supervisor or clerical' and 'semi and unskilled manual'

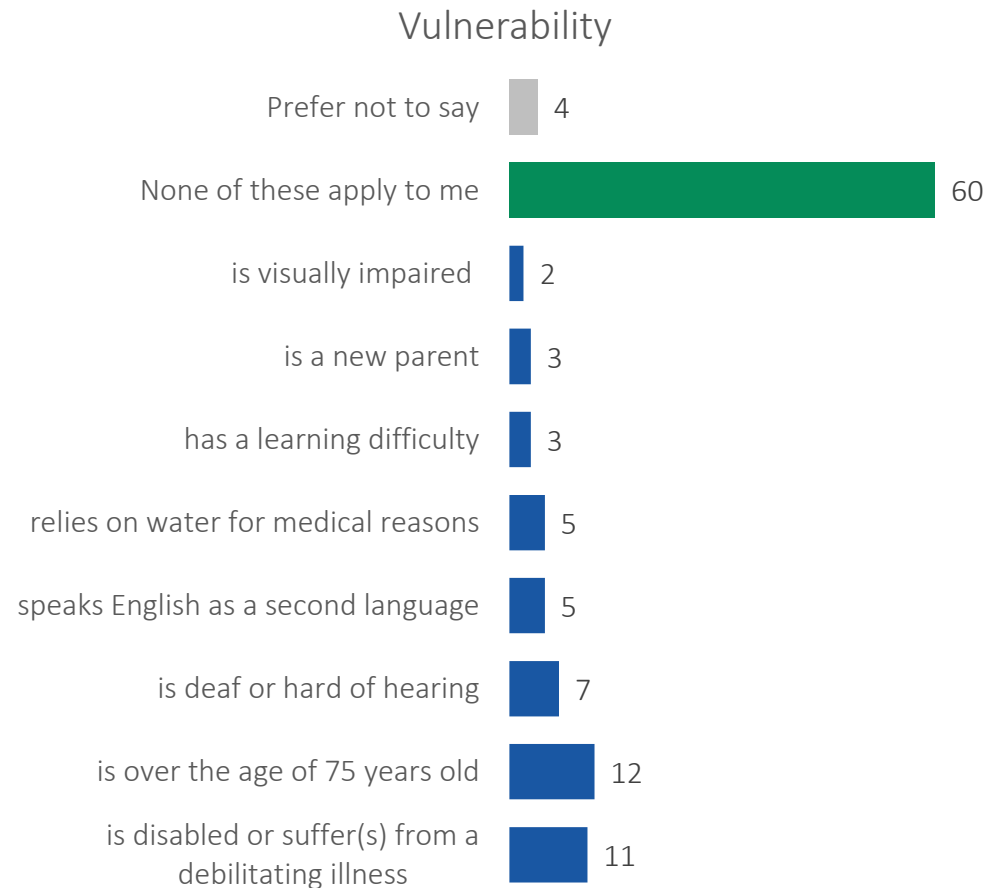


### Occupation of Chief Income Earner

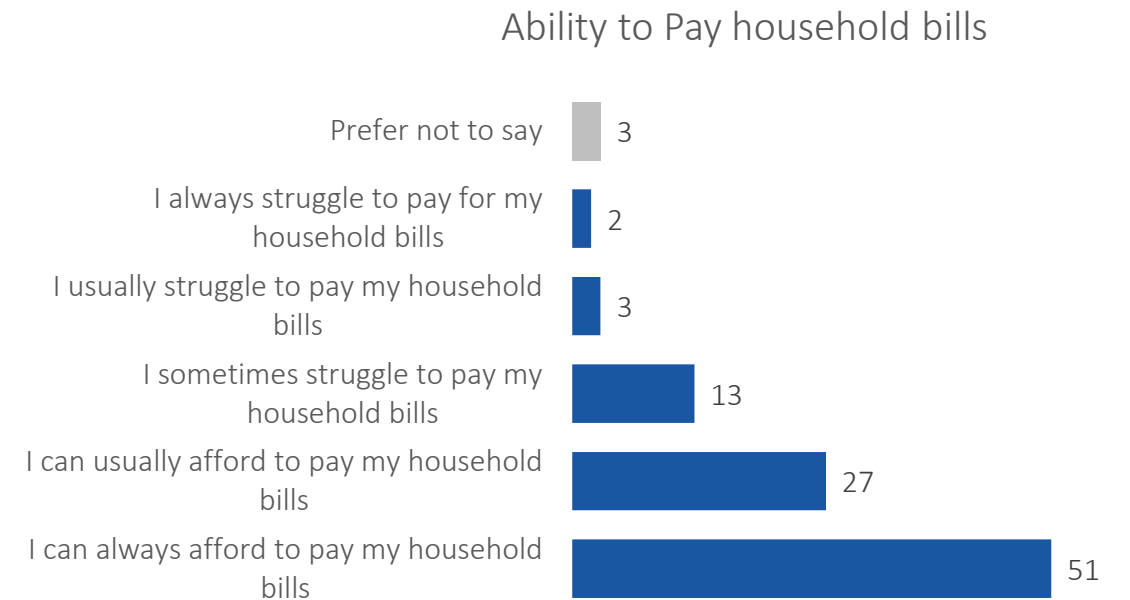


# Vulnerability and Ability to Pay

- 36% had no vulnerabilities



- 51% said they could always afford to pay their household bills
- 5% said they usually or always struggled to pay their household bills



# Non Household

- 2,678 completes so far (71%) of target
  - 1,809 (68%) interviews by email
  - 390 (15%) interviews by Post
  - 479 (17%) interviews by CATI
- Current response rate for email: 2.0%
- Current response rate for Post: 1.51% (initial mailing only – reminder to follow)
- Current response rate for CATI: 2.78%

# Thank you

Accent conforms to the requirements of ISO20252:2012



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