Telephone preference service

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July 2014

Methodology

October 2013: 2,183 panellists recruited by telephone to take part in diary study

Diary wave 1 November 2013 1,092 returns
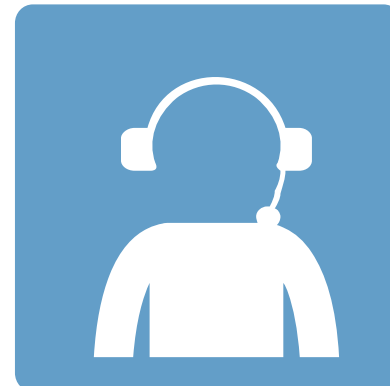
Stratified Randomisation: Half signed-up to TPS
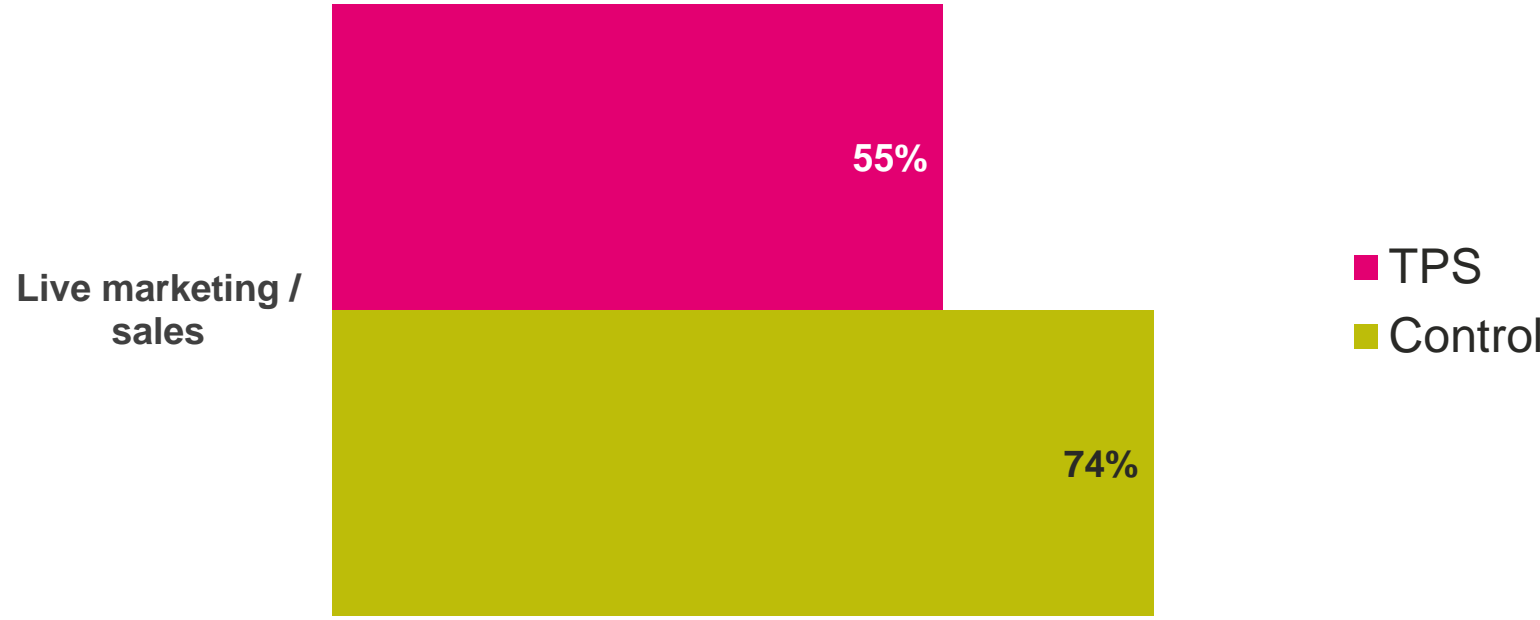
Diary wave 2 March 2014 782 returns

Analysis
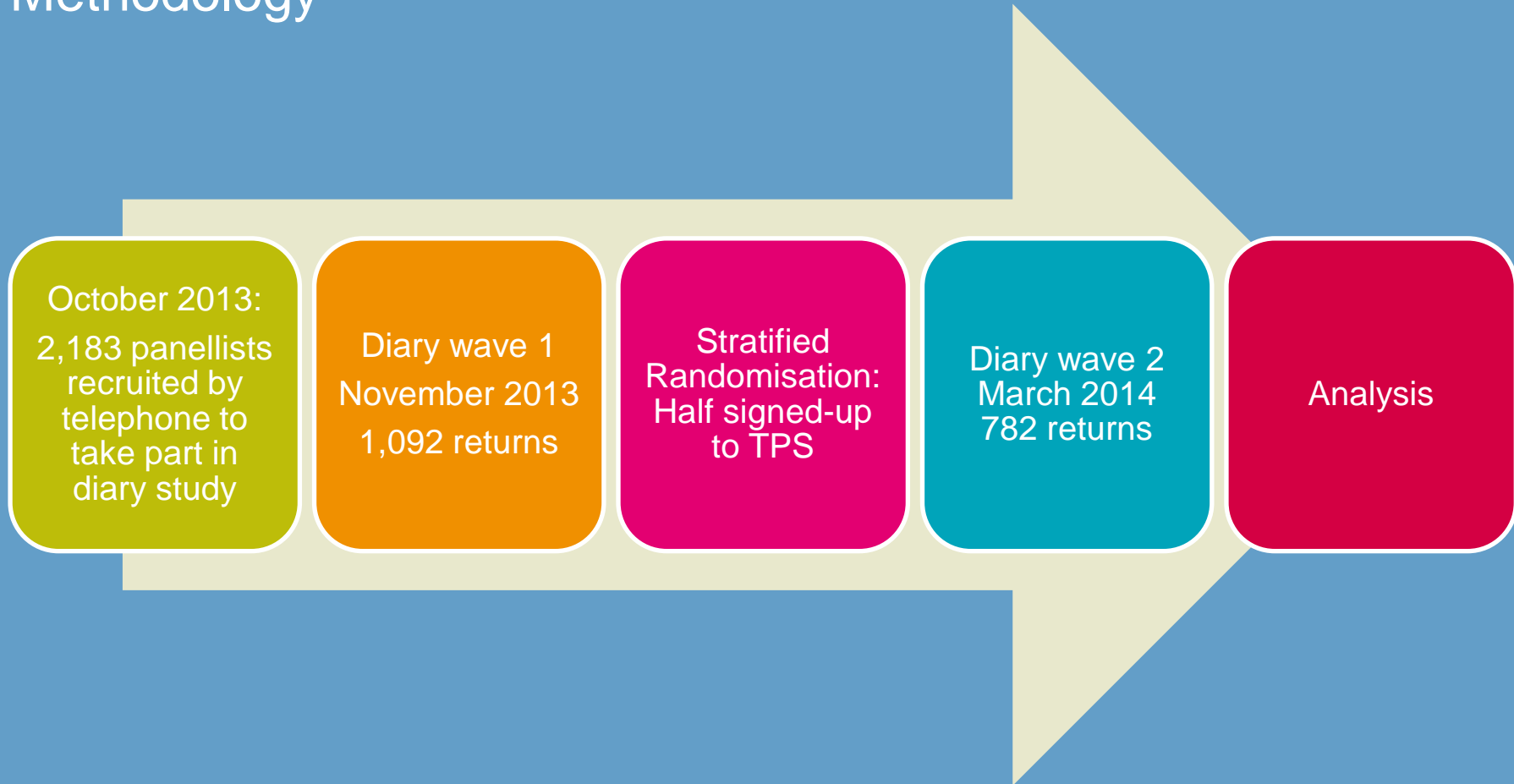
Live marketing and sales calls

Proportion of panellists who received live marketing/ sales calls in wave 2

Just over half of the TPS registered panellists received at least one live marketing/ sales call over the four week period in the second wave, compared with three-quarters of the control group
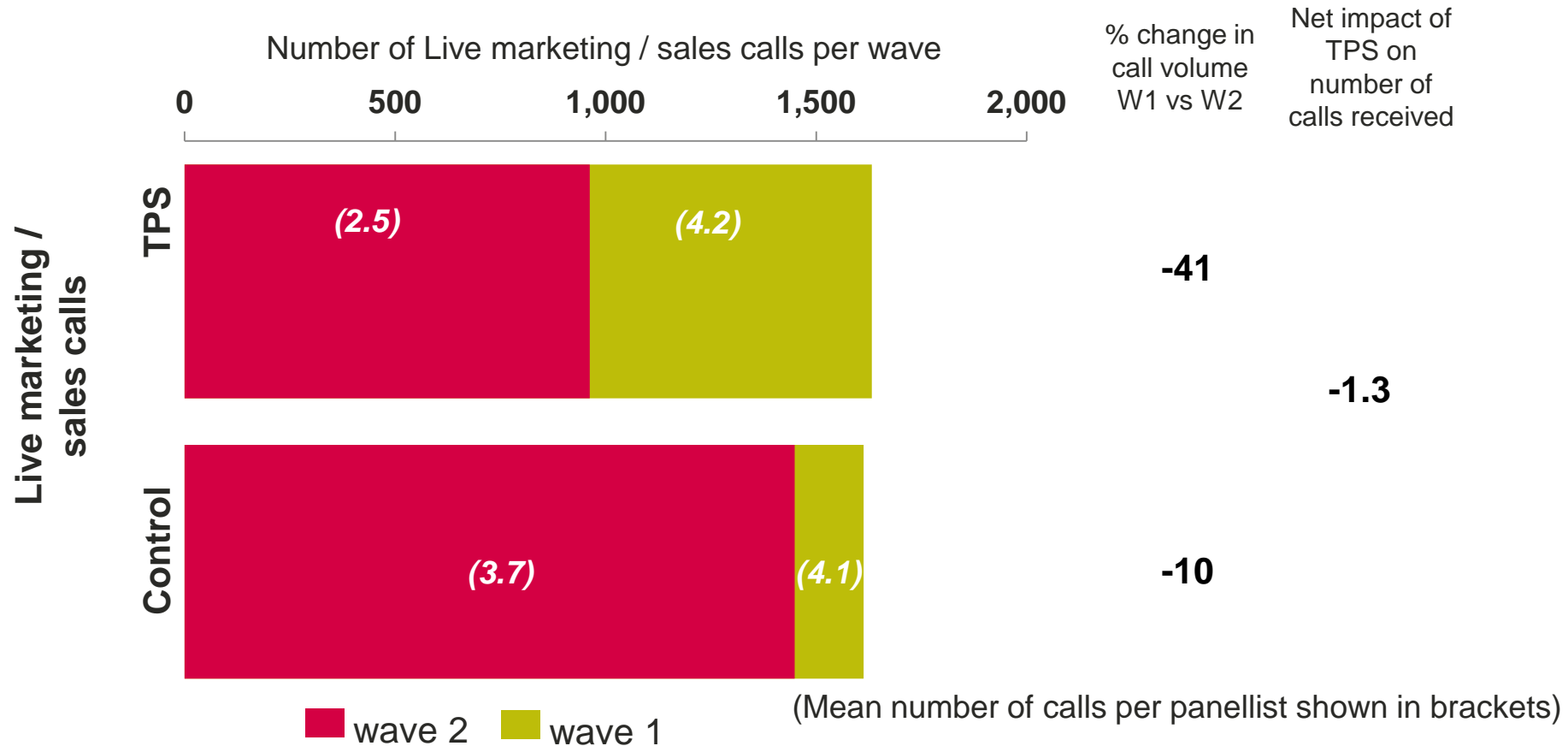

Live marketing / sales

55%

74%

■ TPS
■ Control

Base: All respondents who completed second diary (TPS: 391, Control: 391), March 2014

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The net effect of TPS registration was an average reduction of 1.3 live marketing/ sales calls. In terms of the percentage decrease in calls, the TPS group experienced a 31% reduction in live marketing/ sales calls after taking into account the drop in calls observed in the control group

Number of Live marketing / sales calls per wave

% change in call volume W1 vs W2

Net impact of TPS on number of calls received

Live marketing / sales calls

TPS (2.5) (4.2) **-41**

-1.3

Control (3.7) (4.1) **-10**
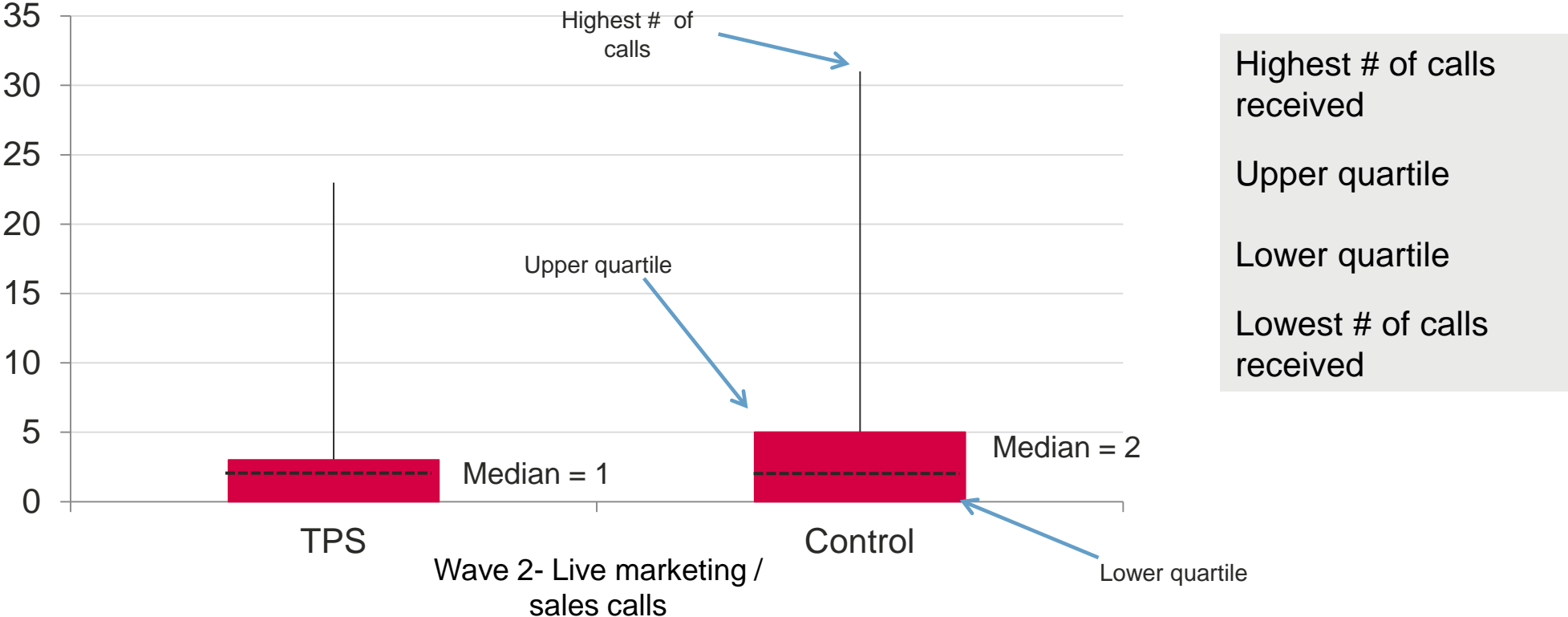
wave 2 wave 1

(Mean number of calls per panellist shown in brackets)

Base: All respondents who completed both diary stages, November 2013 and March 2014 (TPS: 391, Control: 391)

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The group signed up to TPS received fewer live marketing calls on average and overall. There was also less variation in the number of calls received by individual panellists.

Highest # of calls

Upper quartile

Median = 1

Median = 2

Lower quartile

TPS

Control

Wave 2- Live marketing / sales calls

Highest # of calls received

Upper quartile

Lower quartile

Lowest # of calls received

Base: All respondents who completed second diary (782), March 2014

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The group signed up to TPS were more likely to report receiving no calls than the control group
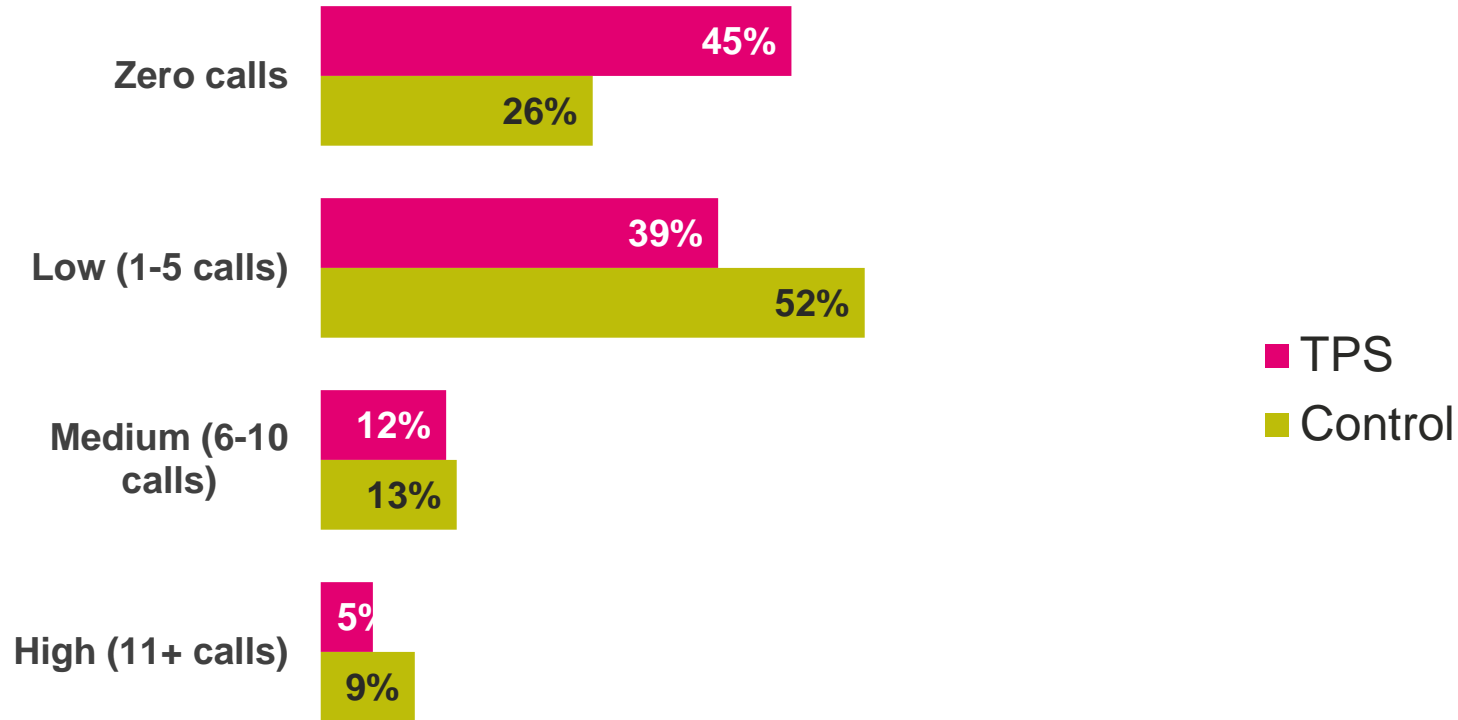
Zero calls
- TPS: 45%
- Control: 26%

Low (1-5 calls)
- TPS: 39%
- Control: 52%

Medium (6-10 calls)
- TPS: 12%
- Control: 13%

High (11+ calls)
- TPS: 5%
- Control: 9%

■ TPS
■ Control
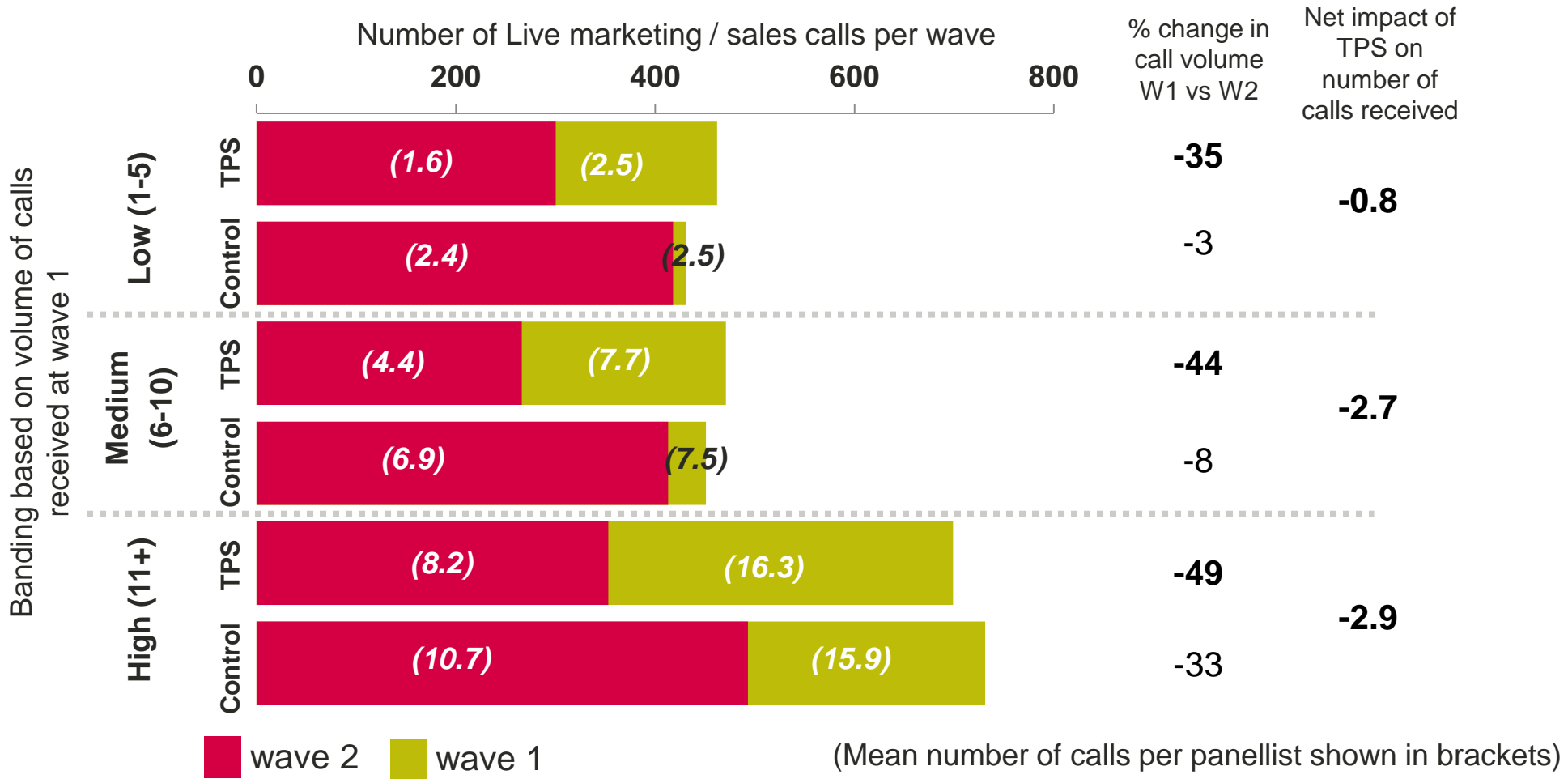
Base: All respondents who completed second diary (TPS: 391, Control: 391), March 2014

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TPS reduces nuisance calls for all users, but people with high calls before still receive higher numbers of calls once registered

Based on Reported Live marketing / sales calls

Number of Live marketing / sales calls per wave

		% change in call volume W1 vs W2	Net impact of TPS on number of calls received
Low (1-5) TPS (1.6) (2.5)		**-35**	
Control (2.4) (2.5)		-3	**-0.8**
Medium (6-10) TPS (4.4) (7.7)		**-44**	
Control (6.9) (7.5)		-8	**-2.7**
High (11+) TPS (8.2) (16.3)		**-49**	
Control (10.7) (15.9)		-33	**-2.9**

Banding based on volume of calls received at wave 1

■ wave 2　■ wave 1

(Mean number of calls per panellist shown in brackets)

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Panellists at wave 2 – live marketing/sales calls

People in the TPS group were less likely than the control group to report receiving unwanted calls across a range of topics. Just under one in five of the TPS group reported receiving at least one call from/about an energy company.

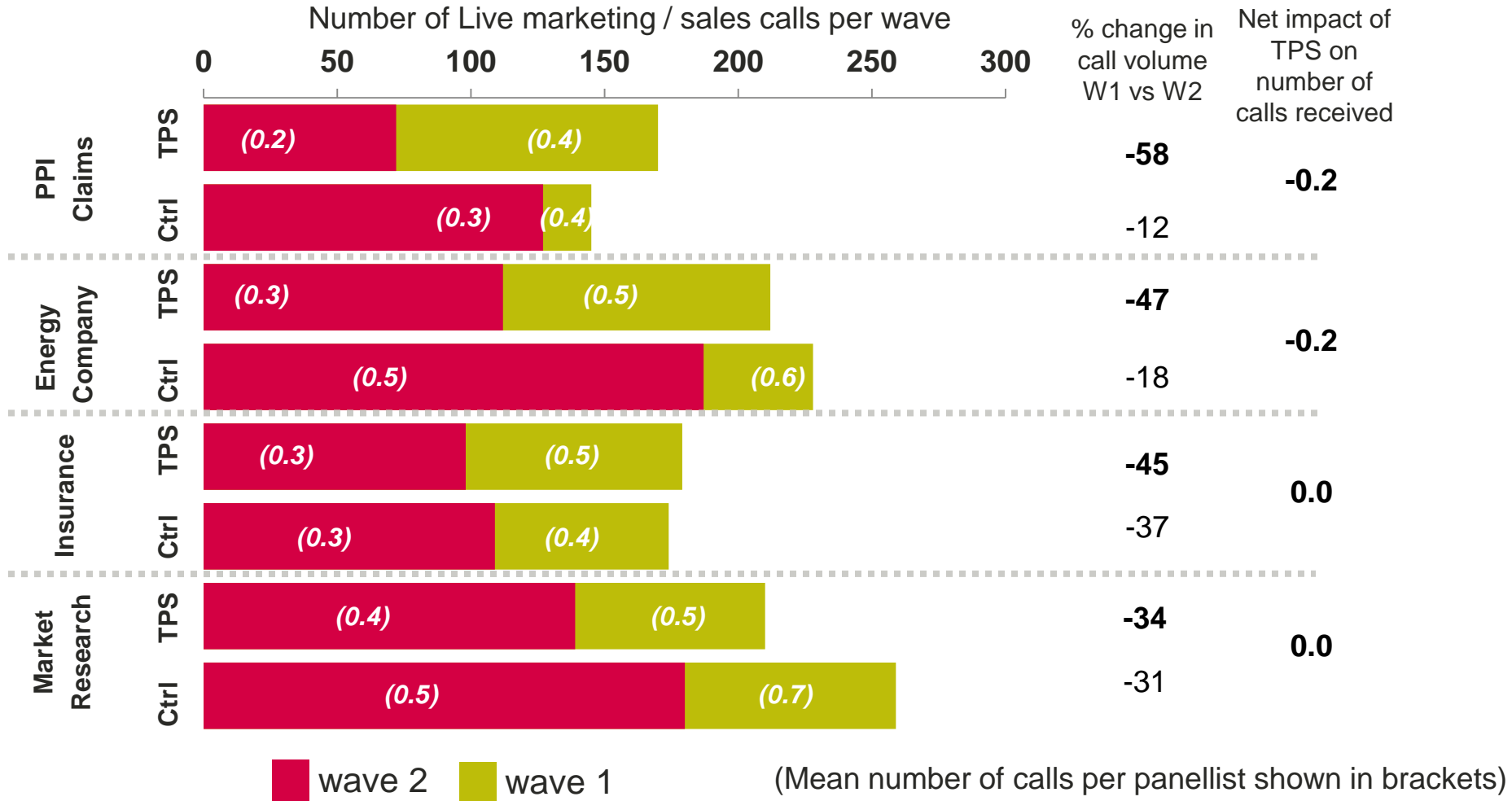| Topic	TPS	Control
PPI Claims	12%	20%
Energy Company	18%	28%
Insurance	14%	20%
Market Research	18%	27%

- TPS
- Control
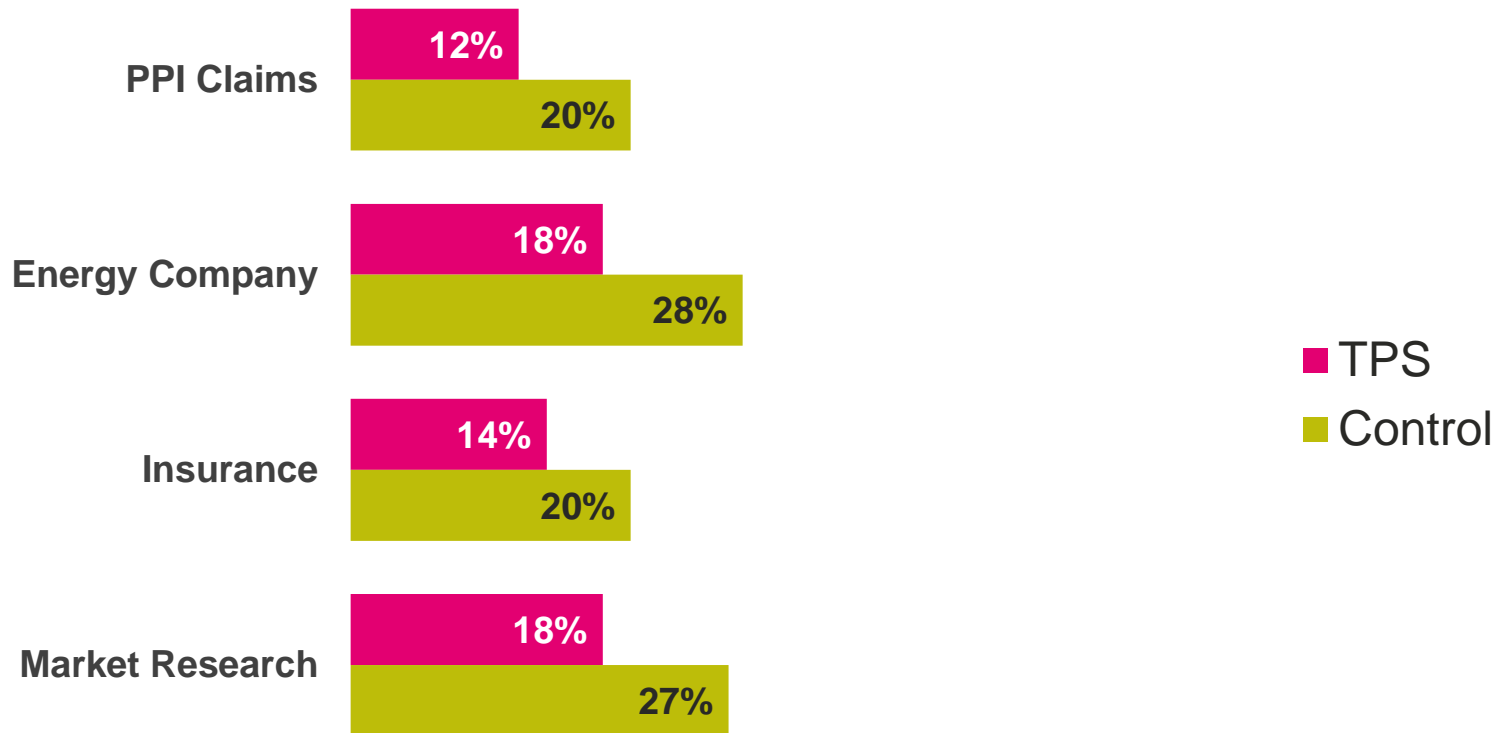
Base: All respondents, March 2014 (TPS: 391, Control: 391)

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The TPS group received 0.2 fewer PPI and energy company calls, after taking into account the drop in the control group
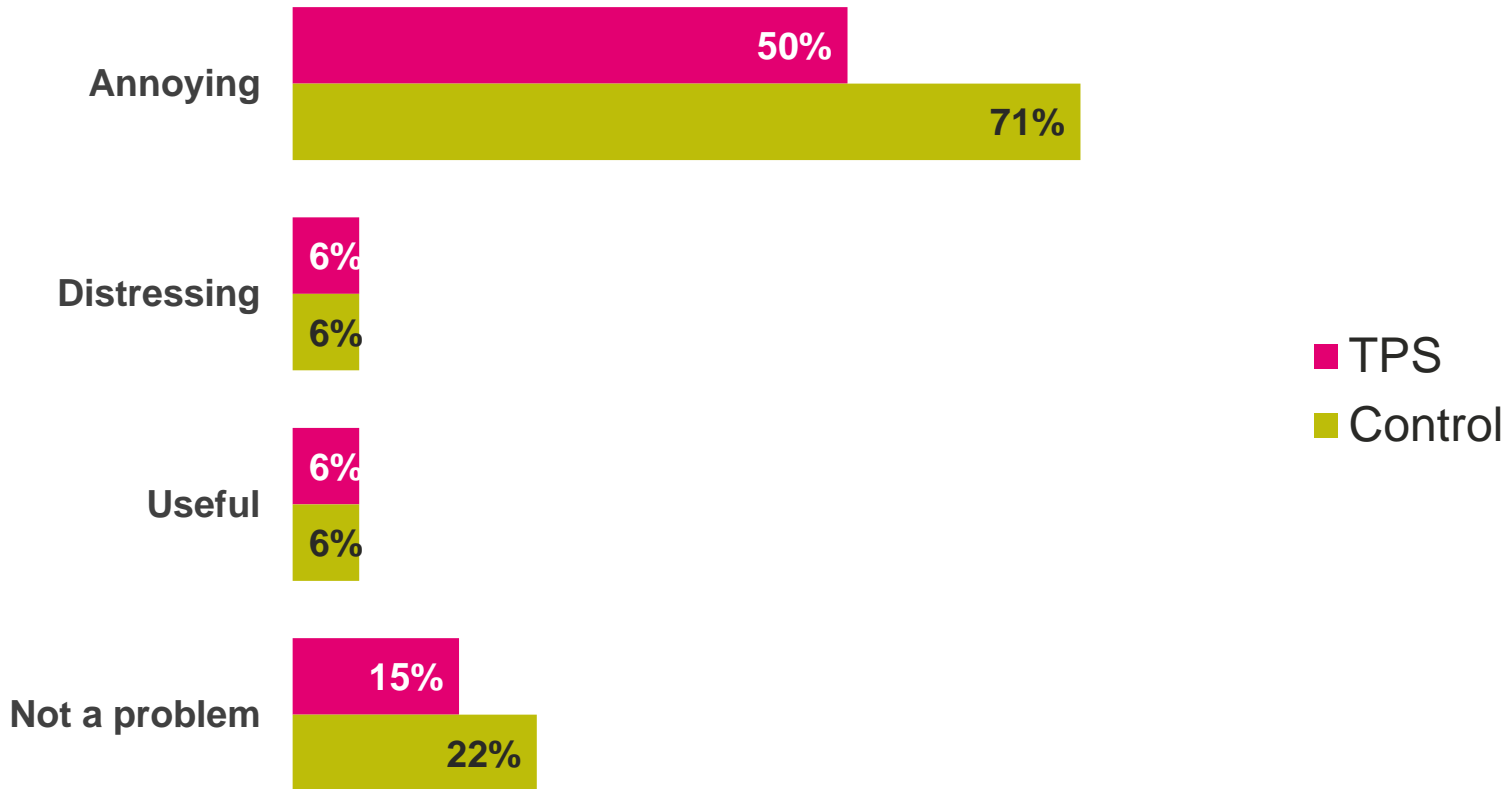
Based on reported Live marketing / sales

Number of Live marketing / sales calls per wave

		% change in call volume W1 vs W2	Net impact of TPS on number of calls received
PPI Claims	TPS	**-58**	**-0.2**
	Ctrl	-12	
Energy Company	TPS	**-47**	**-0.2**
	Ctrl	-18	
Insurance	TPS	**-45**	**0.0**
	Ctrl	-37	
Market Research	TPS	**-34**	**0.0**
	Ctrl	-31	

Chart values (mean number of calls per panellist shown in brackets):
- PPI Claims TPS: wave 2 (0.2), wave 1 (0.4)
- PPI Claims Ctrl: wave 2 (0.3), wave 1 (0.4)
- Energy Company TPS: wave 2 (0.3), wave 1 (0.5)
- Energy Company Ctrl: wave 2 (0.5), wave 1 (0.6)
- Insurance TPS: wave 2 (0.3), wave 1 (0.5)
- Insurance Ctrl: wave 2 (0.3), wave 1 (0.4)
- Market Research TPS: wave 2 (0.4), wave 1 (0.5)
- Market Research Ctrl: wave 2 (0.5), wave 1 (0.7)

■ wave 2   ■ wave 1   (Mean number of calls per panellist shown in brackets)

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Panellists at wave 2 – live marketing/sales calls

Half of the TPS group and nearly three quarters of the control group reported receiving at least one annoying call.

Annoying — TPS: 50%, Control: 71%

Distressing — TPS: 6%, Control: 6%

Useful — TPS: 6%, Control: 6%

Not a problem — TPS: 15%, Control: 22%
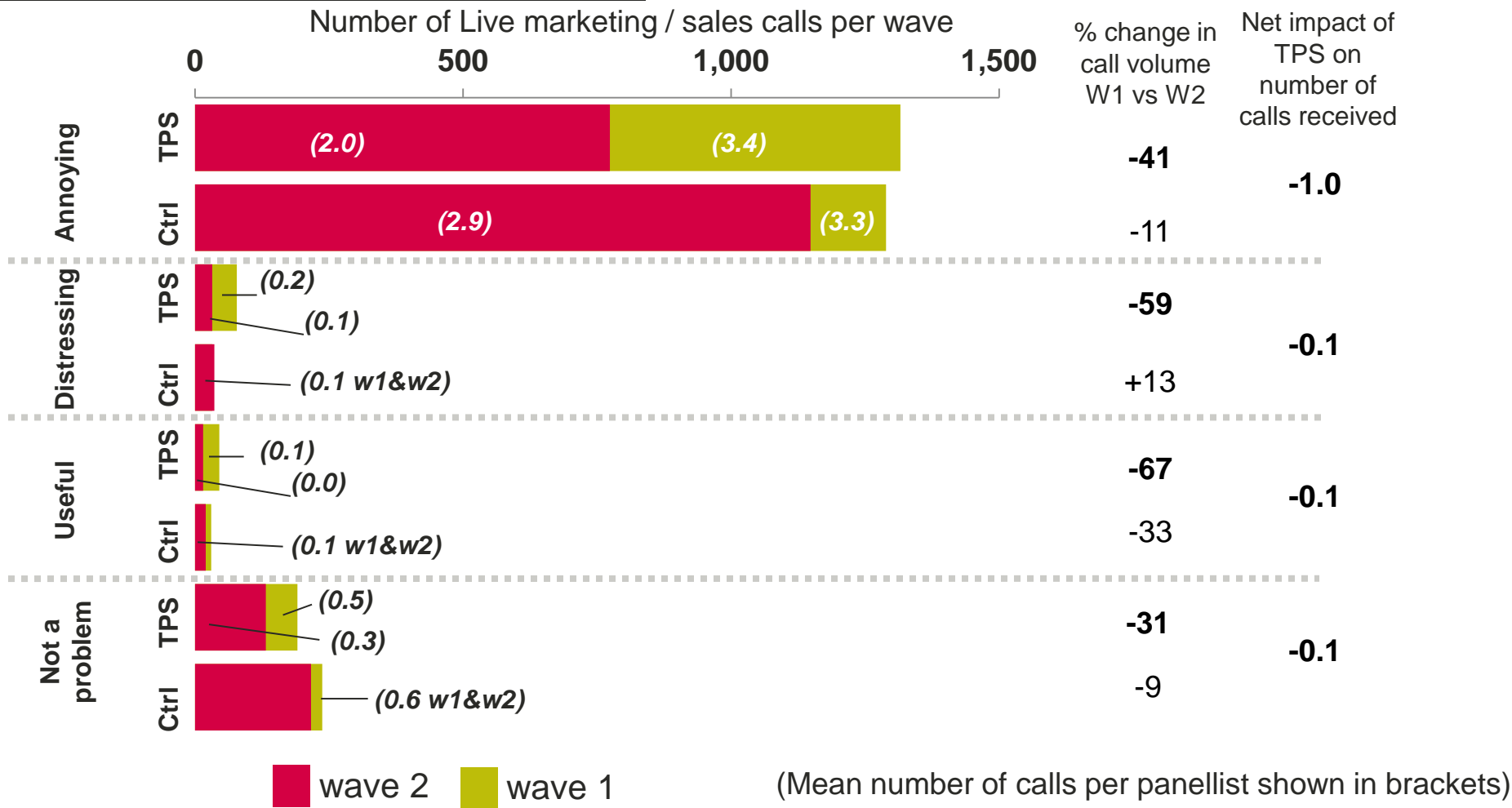
■ TPS
■ Control

Base: All respondents, March 2014 (TPS: 391, Control: 391)

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The TPS group saw a net decrease of 1.0 'annoying' live marketing / sales calls after taking into account the drop in the mean
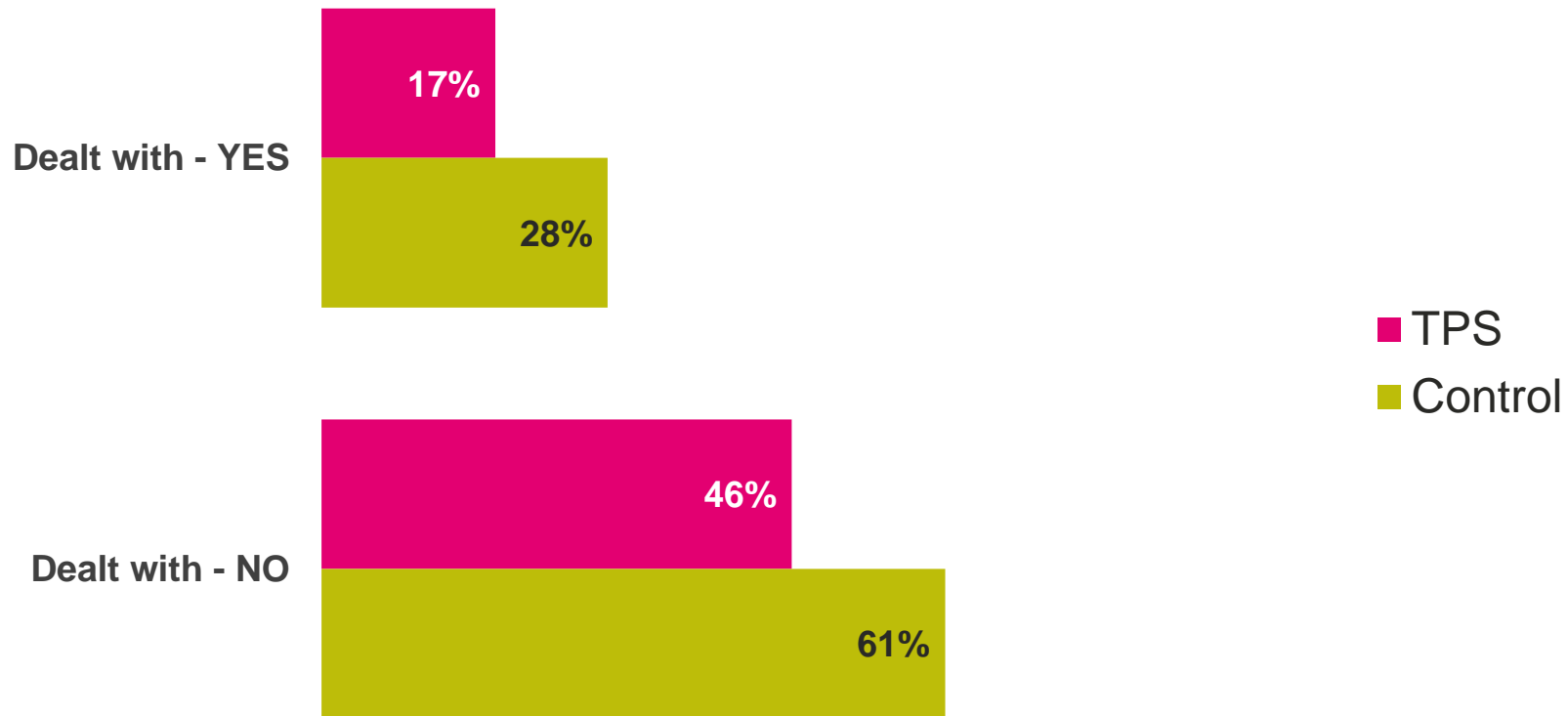
Based on reported Live marketing / sales

Number of Live marketing / sales calls per wave

% change in call volume W1 vs W2	Net impact of TPS on number of calls received

Annoying

TPS (2.0) (3.4) — **-41** — **-1.0**

Ctrl (2.9) (3.3) — -11

Distressing

TPS (0.2) (0.1) — **-59** — **-0.1**

Ctrl (0.1 w1&w2) — +13

Useful

TPS (0.1) (0.0) — **-67** — **-0.1**

Ctrl (0.1 w1&w2) — -33

Not a problem

TPS (0.5) (0.3) — **-31** — **-0.1**

Ctrl (0.6 w1&w2) — -9

wave 2   wave 1   (Mean number of calls per panellist shown in brackets)

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Panellists at wave 2 – live marketing/sales calls

Just under half of the TPS group and around three in five of the control group recorded at least one live marketing / sales calls from companies they did not recall dealing with in the past.
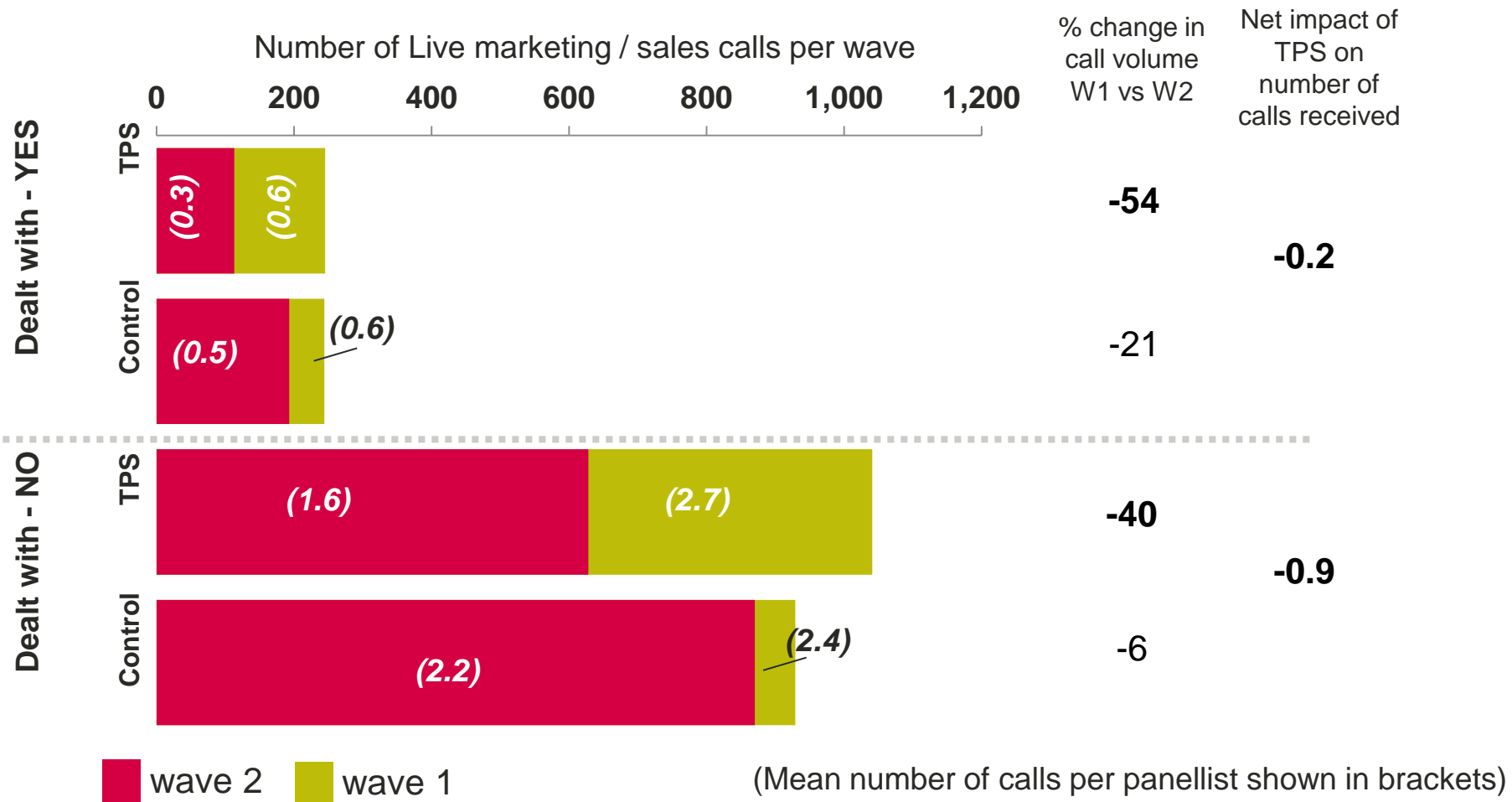
Dealt with - YES
- TPS: 17%
- Control: 28%

Dealt with - NO
- TPS: 46%
- Control: 61%

■ TPS
■ Control

Base: All respondents, March 2014 (TPS: 391, Control: 391)

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TPS appears to reduce unwanted call volumes whether or not the panellist believed they had dealt with the organisation in the past

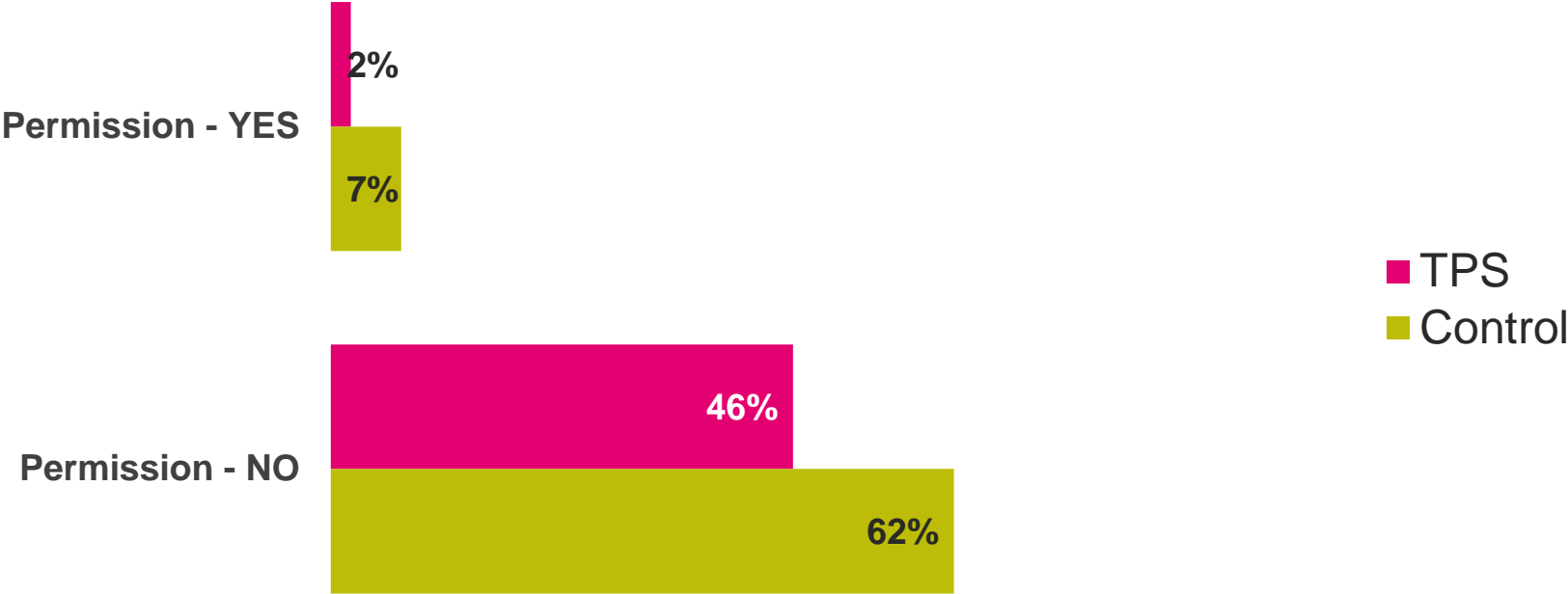**Based on reported Live marketing / sales calls**

Number of Live marketing / sales calls per wave

% change in call volume W1 vs W2

Net impact of TPS on number of calls received

Dealt with - YES

TPS
- (0.3)
- (0.6)

-54

Control
- (0.5)
- (0.6)

-21

-0.2

Dealt with - NO

TPS
- (1.6)
- (2.7)

-40

Control
- (2.2)
- (2.4)

-6

-0.9

■ wave 2   ■ wave 1

(Mean number of calls per panellist shown in brackets)

Base: All live sales / marketing calls recorded, November 2013 and March 2014 (TPS: 391, Control: 391)

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Panellists at wave 2 – live marketing/sales calls

Just under half the TPS group and just over three in five of the Control group panellists received live marketing / sales calls from companies they did not recall giving permission to.
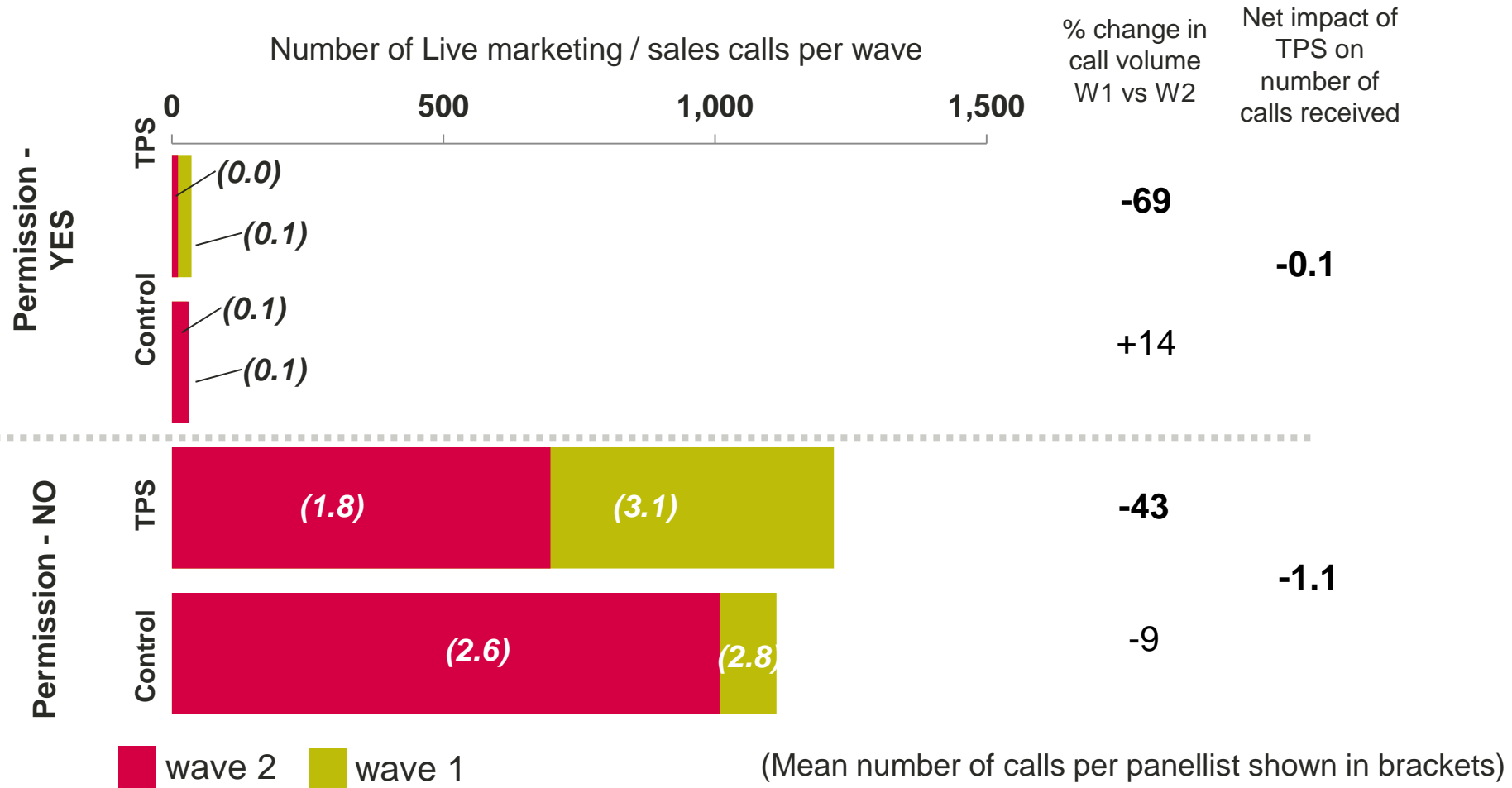

Permission - YES: TPS 2%, Control 7%

Permission - NO: TPS 46%, Control 62%

■ TPS
■ Control

Base: All respondents (TPS: 391, Control: 391), March 2014

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TPS appears to reduce unwanted call volumes whether or not the panellist believed they had given the organisation permission to call

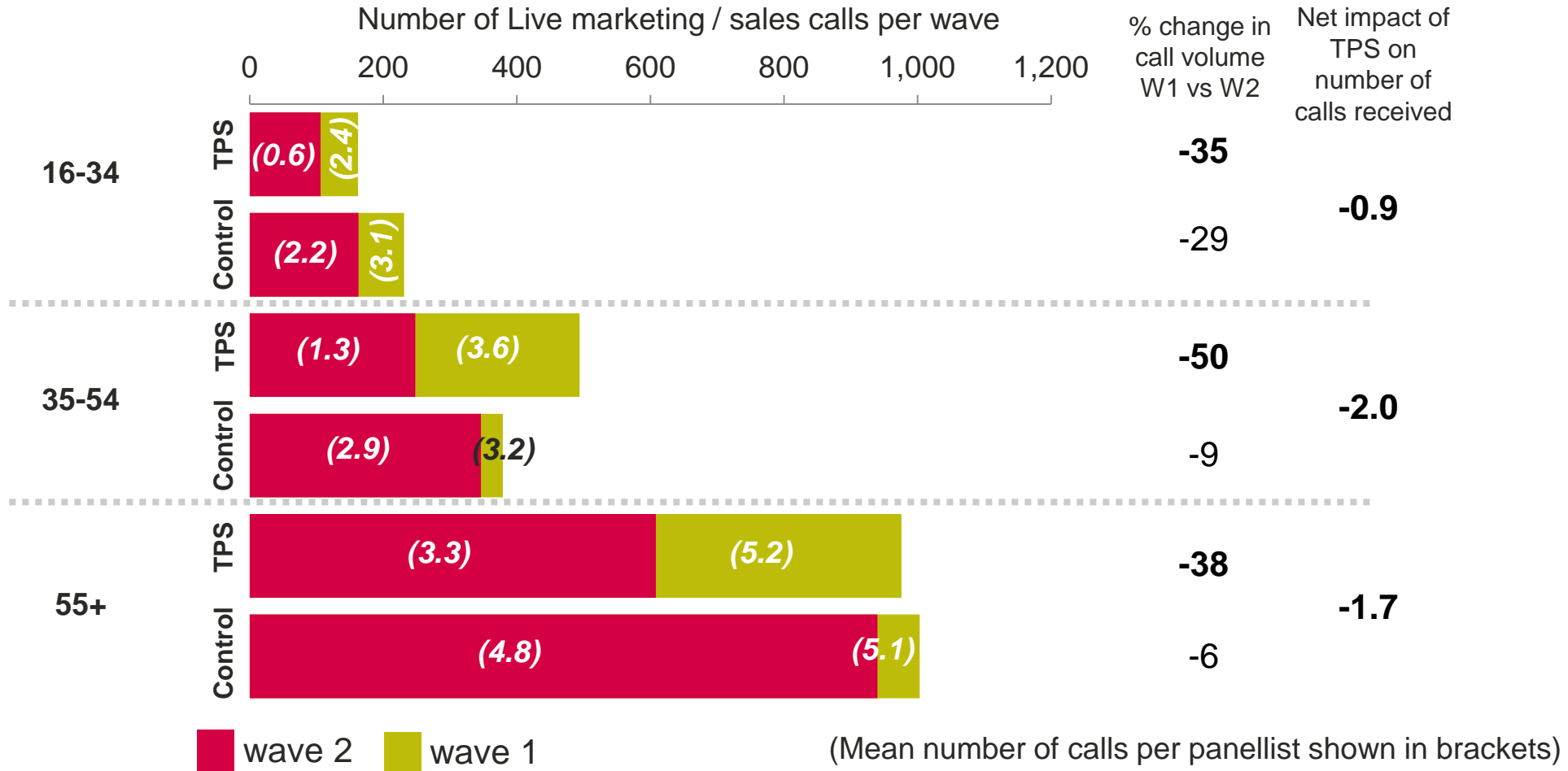**Based on reported Live marketing / sales calls**

Number of Live marketing / sales calls per wave

	% change in call volume W1 vs W2	Net impact of TPS on number of calls received

Permission - YES

TPS (0.0) / (0.1) — **-69**

Control (0.1) / (0.1) — **+14**

Net impact: **-0.1**

Permission - NO

TPS (1.8) (3.1) — **-43**

Control (2.6) (2.8) — **-9**

Net impact: **-1.1**

wave 2 / wave 1 (Mean number of calls per panellist shown in brackets)

Base: All live sales / marketing calls recorded, November 2013 and March 2014 (TPS: 391, Control: 391)

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Results by age

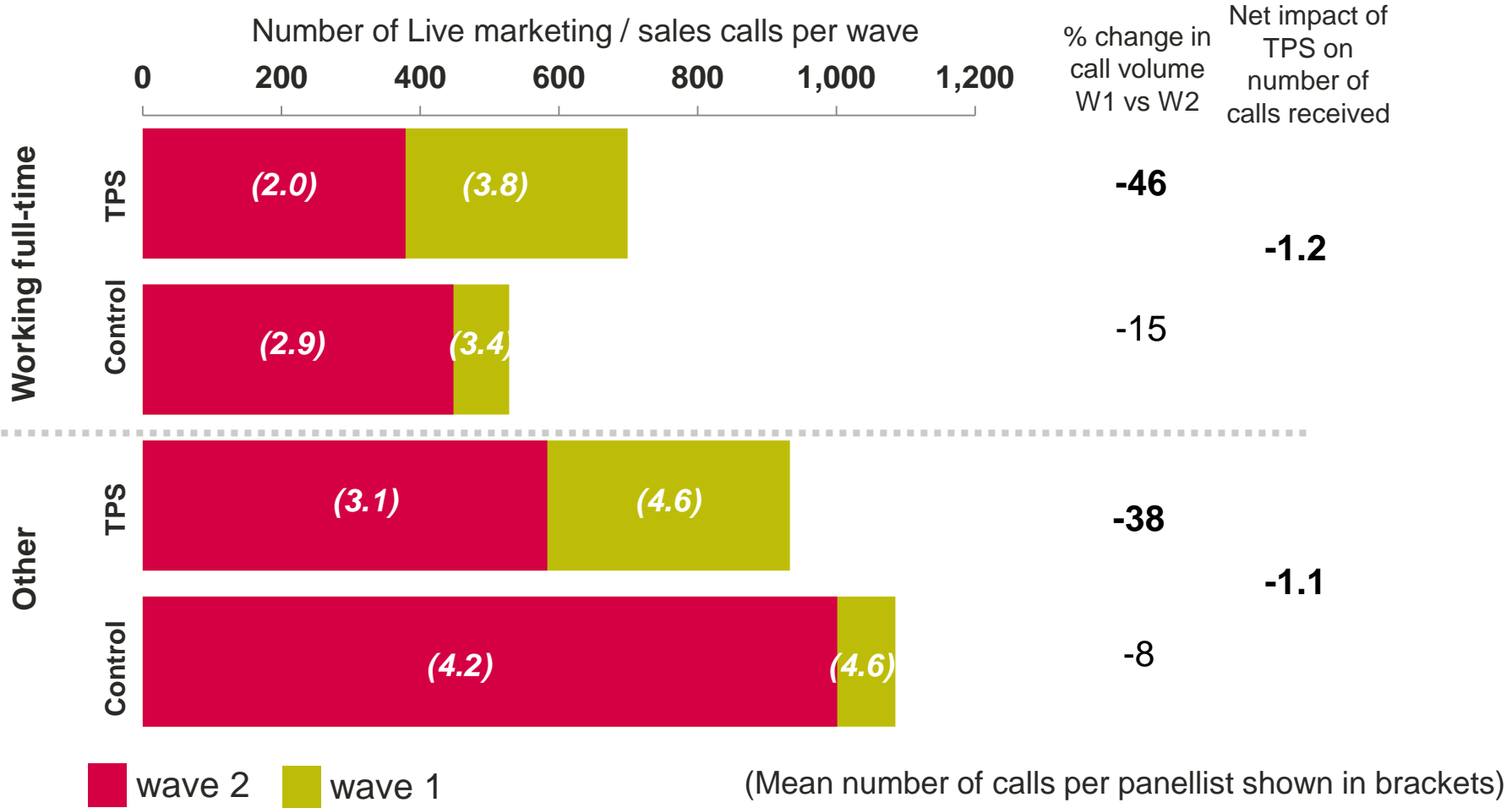## Based on reported Live marketing / sales calls

Number of Live marketing / sales calls per wave

| | % change in call volume W1 vs W2 | Net impact of TPS on number of calls received |

16-34
- TPS: (0.6) (2.4) — **-35**
- Control: (2.2) (3.1) — -29

Net impact: **-0.9**

35-54
- TPS: (1.3) (3.6) — **-50**
- Control: (2.9) (3.2) — -9

Net impact: **-2.0**

55+
- TPS: (3.3) (5.2) — **-38**
- Control: (4.8) (5.1) — -6

Net impact: **-1.7**

Axis: 0, 200, 400, 600, 800, 1,000, 1,200

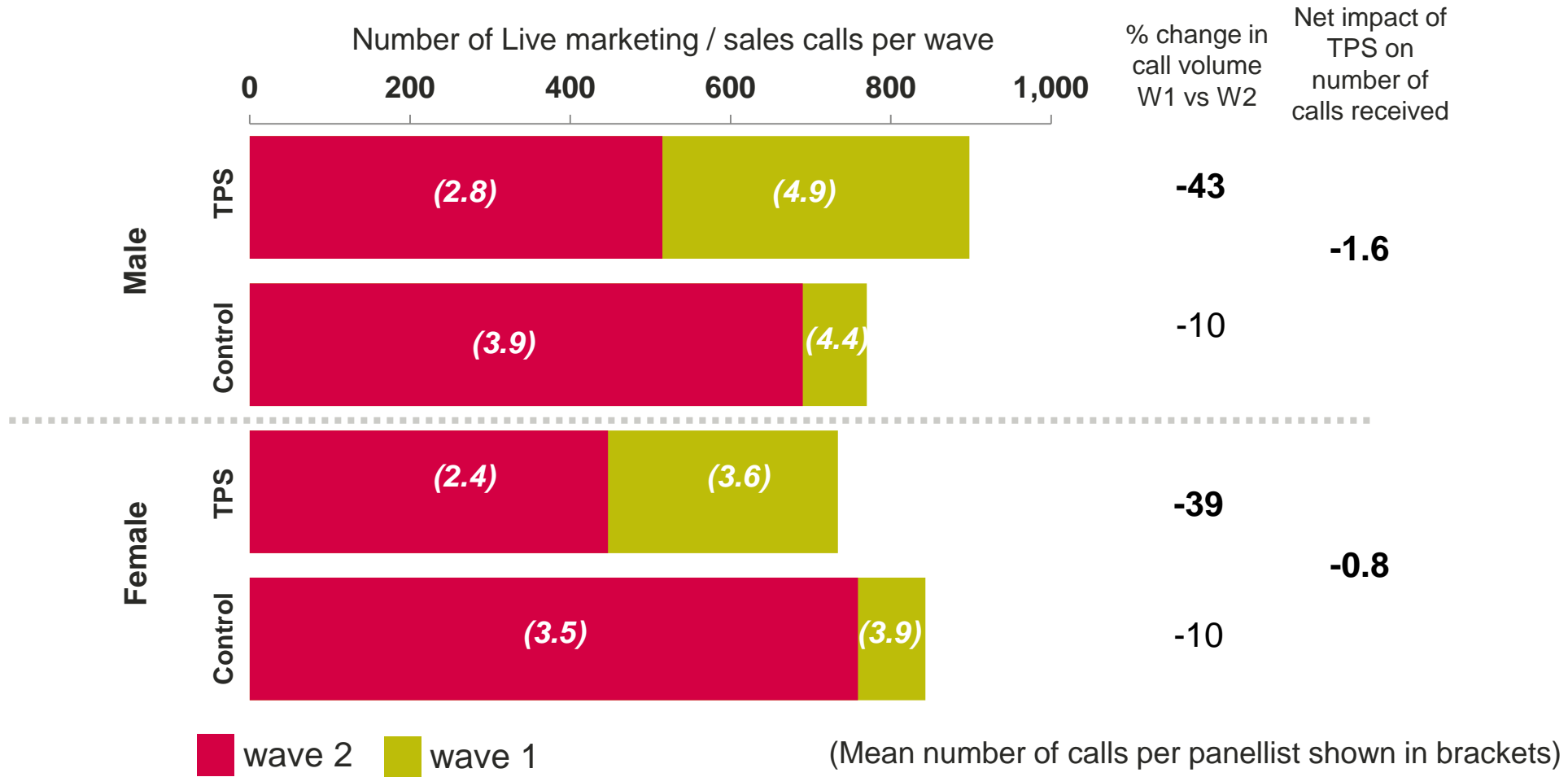Legend: ■ wave 2   ■ wave 1

(Mean number of calls per panellist shown in brackets)

Base: All respondents who completed both diary stages, November 2013 and March 2014 (TPS: 391, Control: 391)

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Based on reported Live marketing / sales calls

Number of Live marketing / sales calls per wave

% change in call volume W1 vs W2

Net impact of TPS on number of calls received

Working full-time

TPS (2.0) (3.8) — **-46**

-1.2

Control (2.9) (3.4) — -15

Other

TPS (3.1) (4.6) — **-38**

-1.1

Control (4.2) (4.6) — -8

■ wave 2   ■ wave 1

(Mean number of calls per panellist shown in brackets)

Base: All respondents who completed both diary stages, November 2013 and March 2014 (TPS: 391, Control: 391)

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By gender

Based on reported Live marketing / sales calls

Number of Live marketing / sales calls per wave

% change in call volume W1 vs W2

Net impact of TPS on number of calls received

Male

- TPS: (2.8) wave 2 | (4.9) wave 1 — **-43**
- Control: (3.9) wave 2 | (4.4) wave 1 — -10

-1.6

Female

- TPS: (2.4) wave 2 | (3.6) wave 1 — **-39**
- Control: (3.5) wave 2 | (3.9) wave 1 — -10

-0.8

■ wave 2   ■ wave 1

(Mean number of calls per panellist shown in brackets)

Base: All respondents who completed both diary stages, November 2013 and March 2014 (TPS: 391, Control: 391)

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All nuisance calls
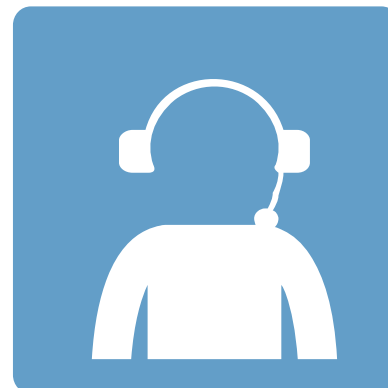
Proportion of panellists who received live marketing/ sales calls in wave 2

Panellists in wave 2

Just over three quarters of the TPS registered panellists received at least one unwanted call over the four week period in the second wave, compared with nine in ten of the control group
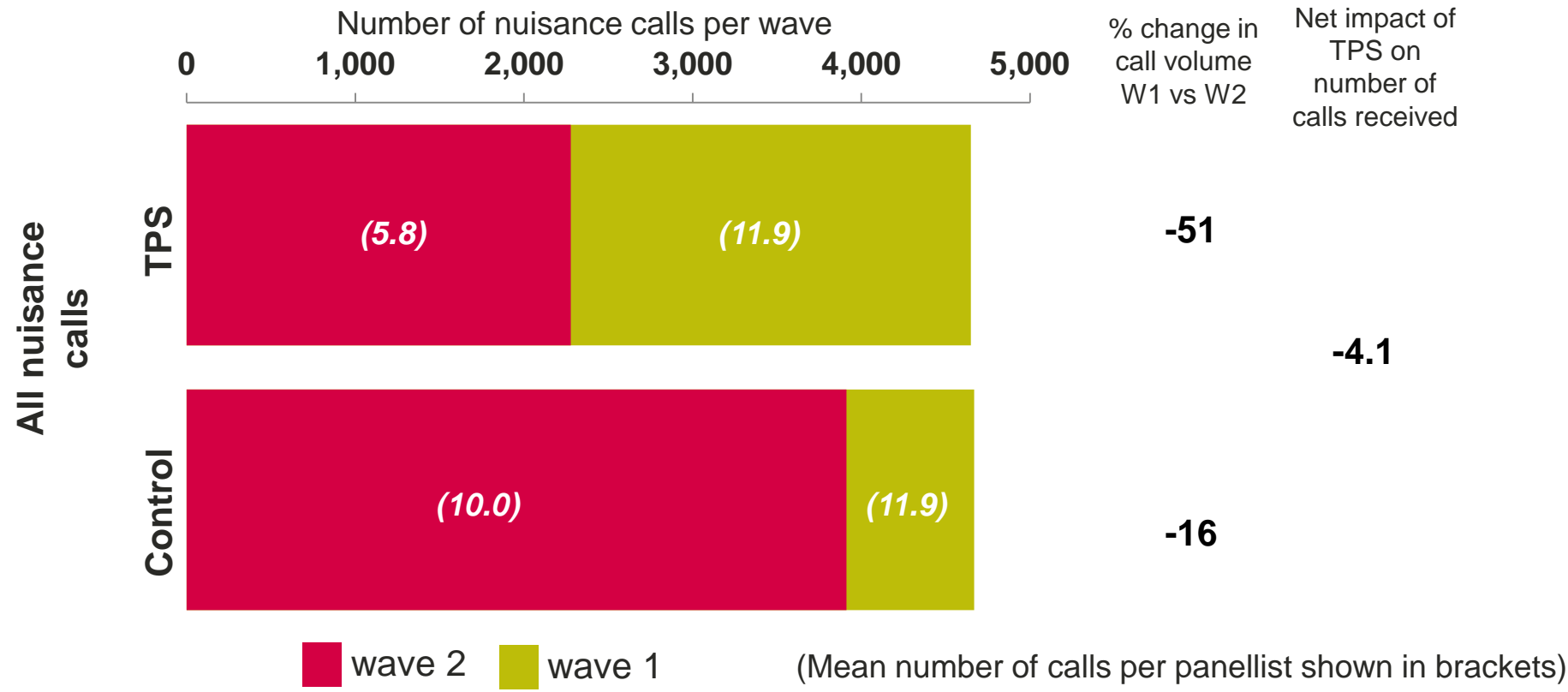

All nuisance calls

77%

91%

■ TPS
■ Control

Base: All respondents who completed second diary (TPS: 391, Control: 391), March 2014

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Based on ALL reported nuisance calls

The net effect of TPS registration was an average reduction of 4.1 unwanted calls. In terms of the percentage decrease in calls, the TPS group experienced a 35% reduction in nuisance calls after taking into account the drop in calls observed in the control group


Number of nuisance calls per wave

0   1,000   2,000   3,000   4,000   5,000

% change in call volume W1 vs W2

Net impact of TPS on number of calls received

All nuisance calls

TPS — (5.8) (11.9) — **-51**

-4.1

Control — (10.0) (11.9) — **-16**

■ wave 2   ■ wave 1   (Mean number of calls per panellist shown in brackets)

Base: All respondents who completed both diary stages, November 2013 and March 2014 (TPS: 391, Control: 391)

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The same picture is also reflected in all calls received with much more variation for those not signed up
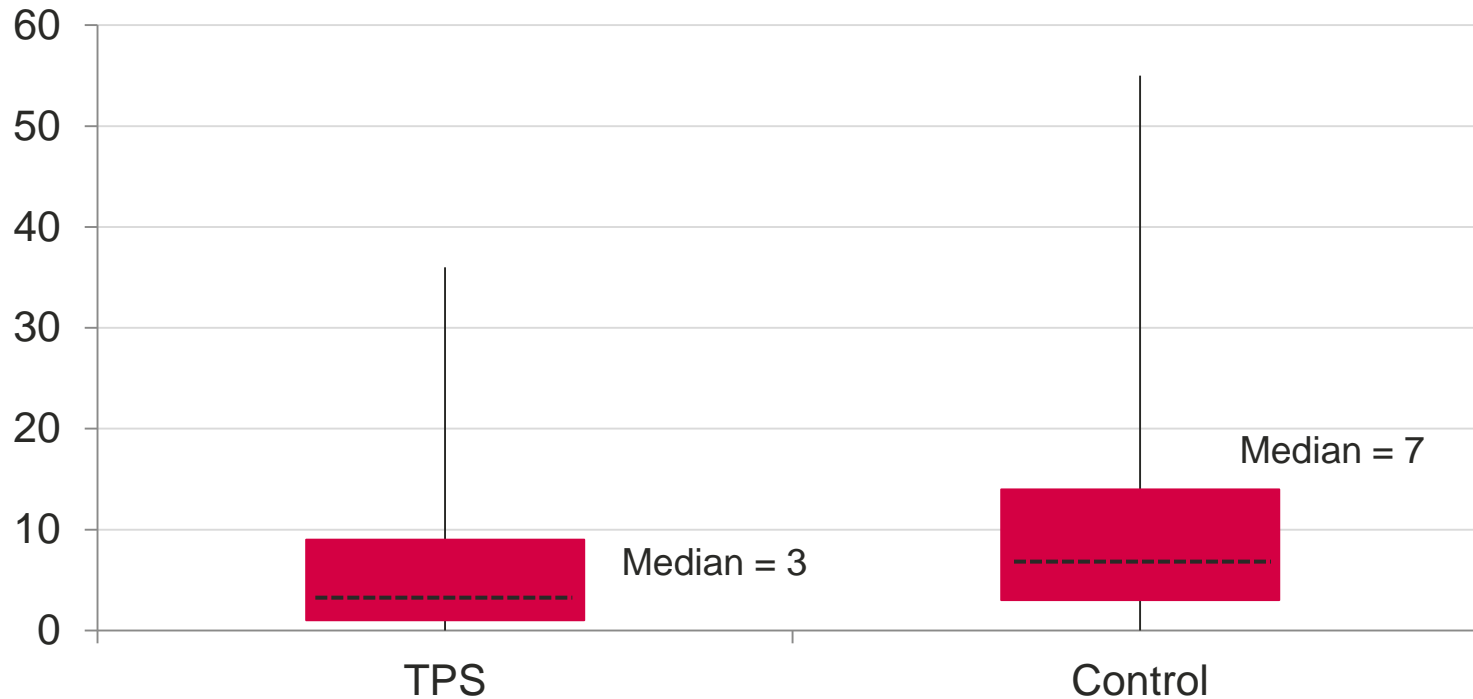
Highest # of calls received

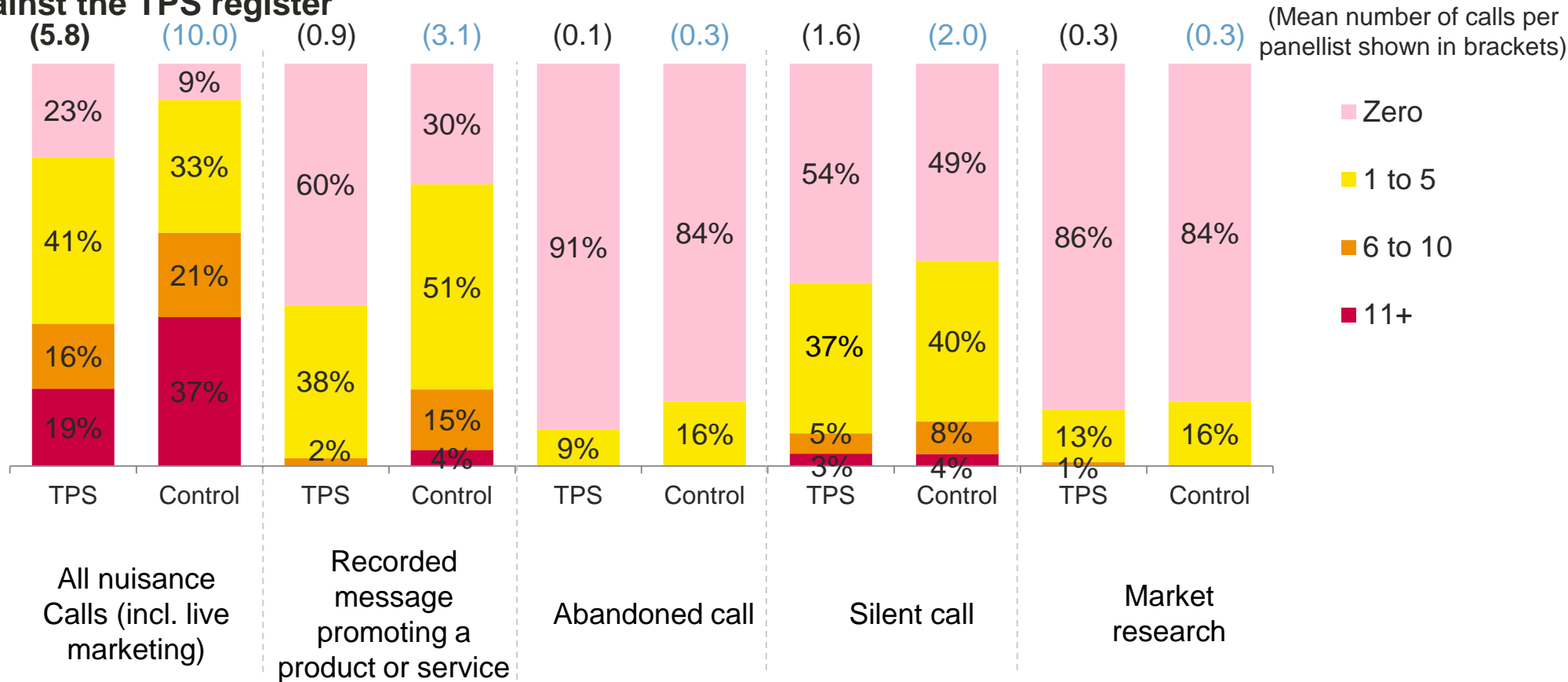Upper quartile

Lower quartile

Lowest # of calls received

Median = 7

Median = 3

TPS

Control

Wave 2 - All calls

Frequency of calls across wave 2

The TPS group received fewer recorded messages promoting a service. They received similar volumes of market research calls which would be expected as these are not required to be screened against the TPS register
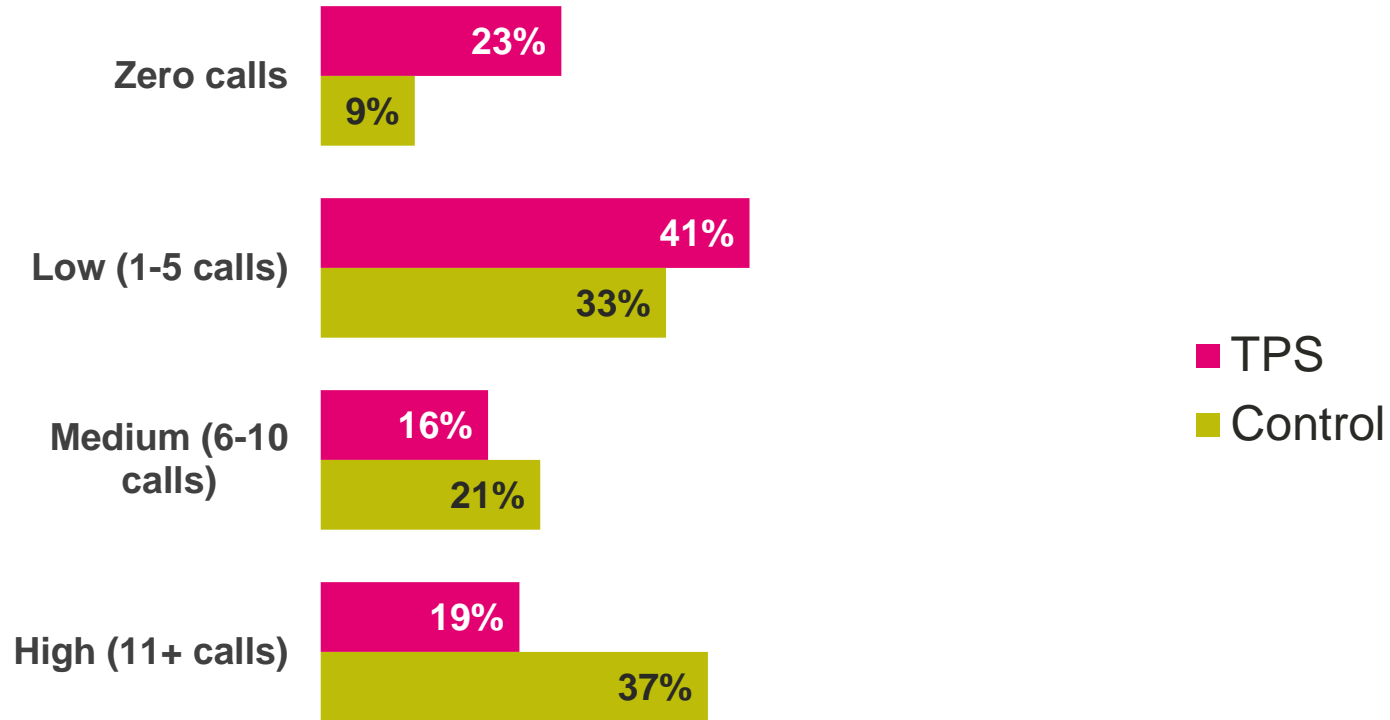
(Mean number of calls per panellist shown in brackets)

Legend:
- Zero
- 1 to 5
- 6 to 10
- 11+

Group	Mean	Zero	1 to 5	6 to 10	11+
All nuisance Calls (incl. live marketing)					
TPS	(5.8)	23%	41%	16%	19%
Control	(10.0)	9%	33%	21%	37%
Recorded message promoting a product or service					
TPS	(0.9)	60%	38%		2%
Control	(3.1)	30%	51%	15%	4%
Abandoned call					
TPS	(0.1)	91%	9%		
Control	(0.3)	84%	16%		
Silent call					
TPS	(1.6)	54%	37%	5%	3%
Control	(2.0)	49%	40%	8%	4%
Market research					
TPS	(0.3)	86%	13%		1%
Control	(0.3)	84%	16%		

Base: All respondents who completed second diary (TPS: 391, Control: 391), March 2014

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Panellists in wave 2

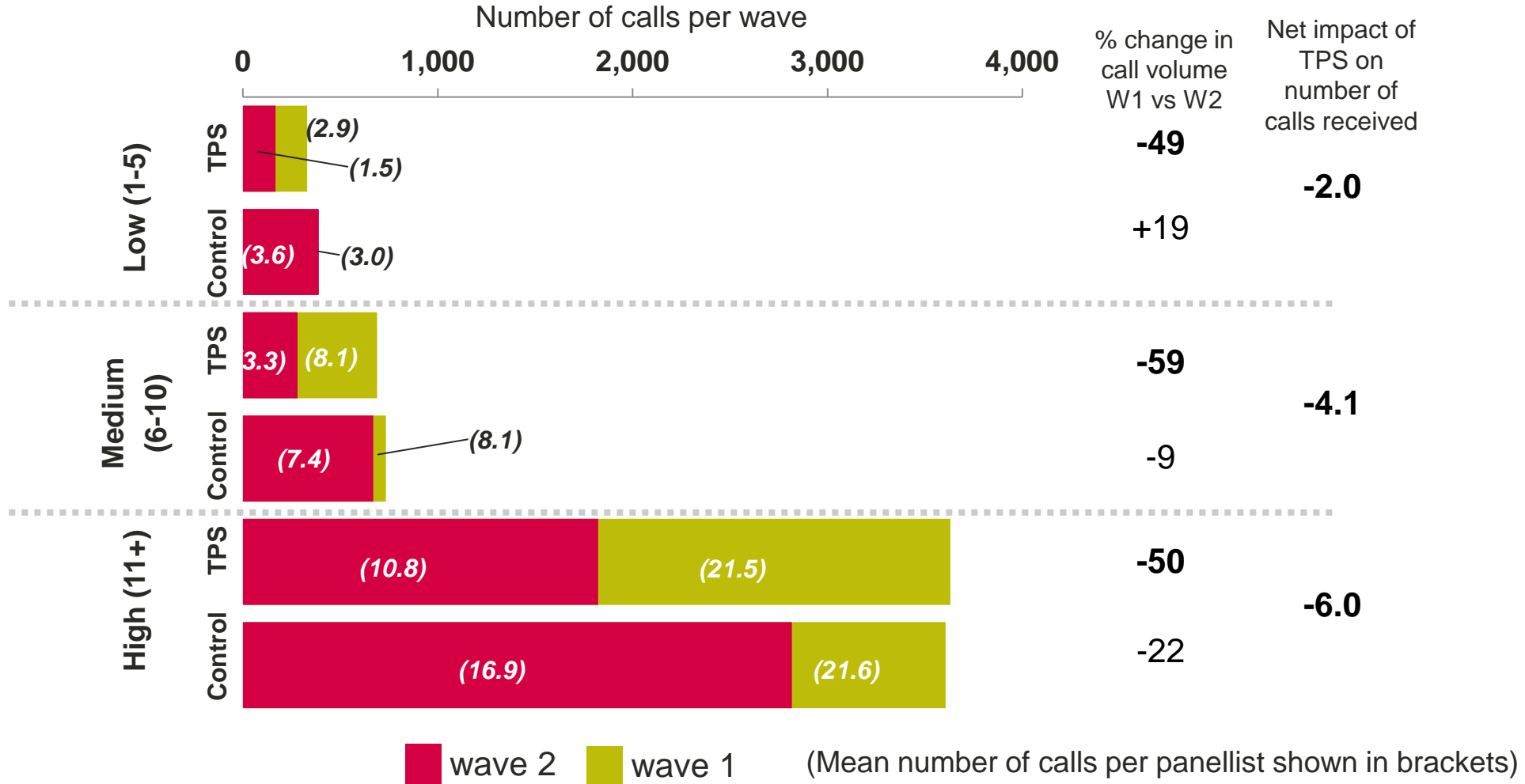## Just over a third of panellists received between 1-5 unwanted calls <u>in total</u> at stage two

Zero calls
- TPS: 23%
- Control: 9%

Low (1-5 calls)
- TPS: 41%
- Control: 33%

Medium (6-10 calls)
- TPS: 16%
- Control: 21%

High (11+ calls)
- TPS: 19%
- Control: 37%

■ TPS
■ Control

Base: All respondents who completed second diary (TPS: 391, Control: 391), March 2014

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As with Live marketing / sales calls, decreases in call volumes seen amongst the TPS group in all bands
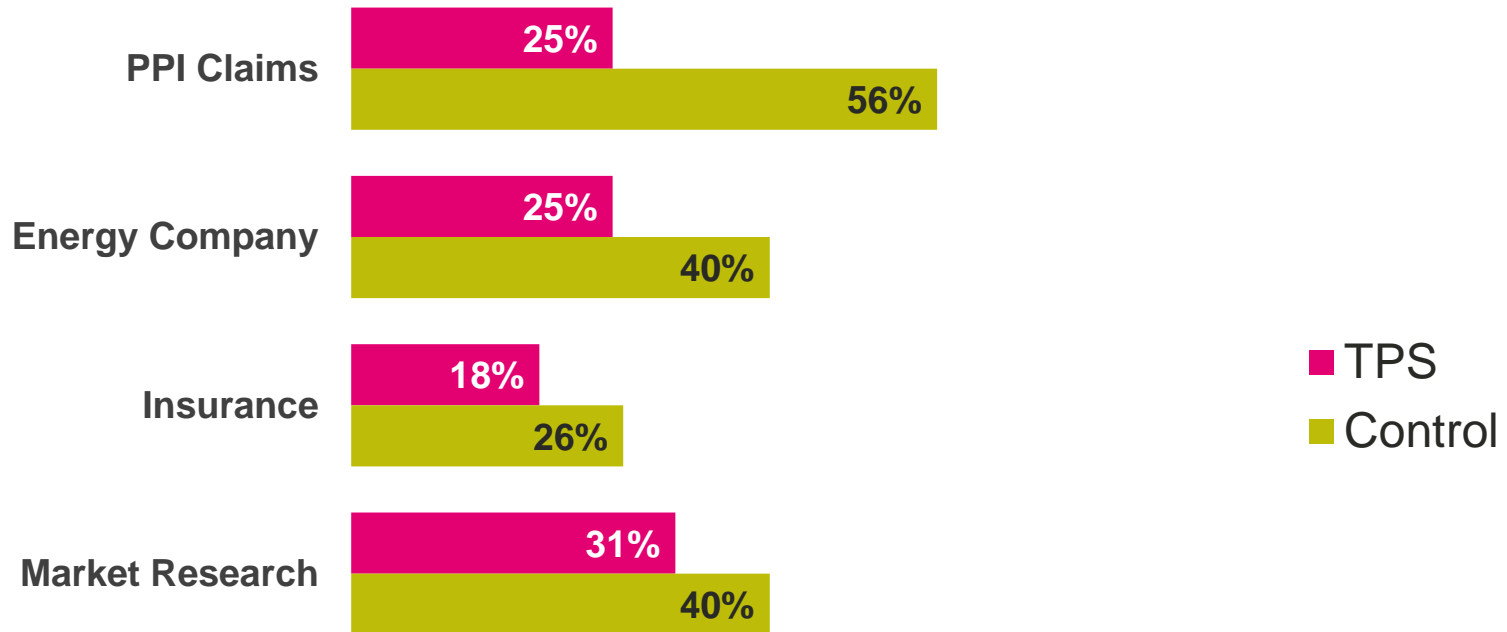
Based on ALL reported nuisance calls

Number of calls per wave

% change in call volume W1 vs W2	Net impact of TPS on number of calls received

Low (1-5)
- TPS: (2.9), (1.5) — **-49** — **-2.0**
- Control: (3.6), (3.0) — +19

Medium (6-10)
- TPS: 3.3, (8.1) — **-59** — **-4.1**
- Control: (7.4), (8.1) — -9

High (11+)
- TPS: (10.8), (21.5) — **-50** — **-6.0**
- Control: (16.9), (21.6) — -22

■ wave 2 ■ wave 1   (Mean number of calls per panellist shown in brackets)

Base: All respondents who completed both diary stages, November 2013 and March 2014 (TPS: 391, Control: 391)

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Panellists at wave 2 (all unwanted calls)

In the second wave over half of the control group reported receiving at least one call about Payment Protection Insurance (PPI) compared with a quarter of the TPS group.
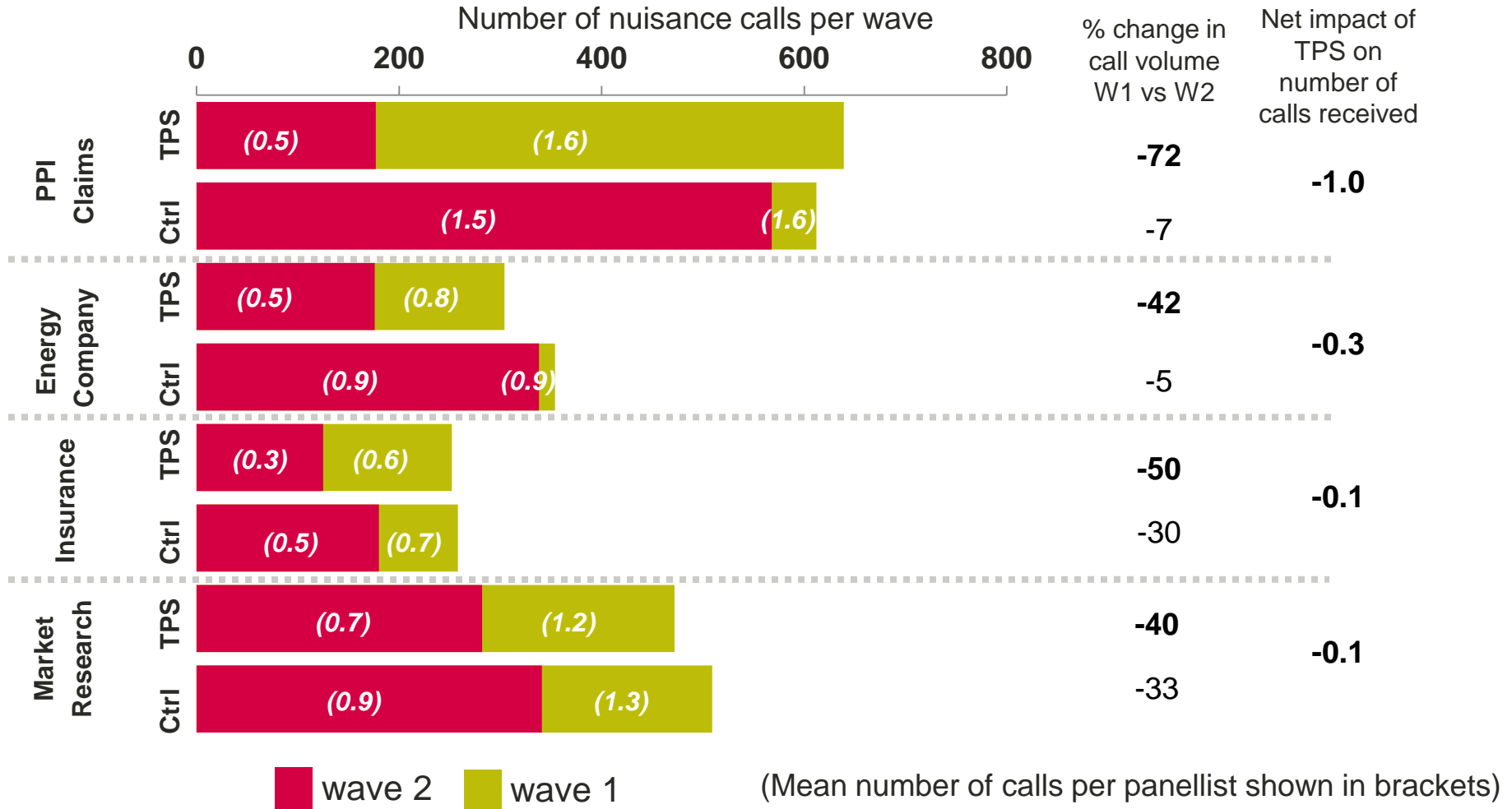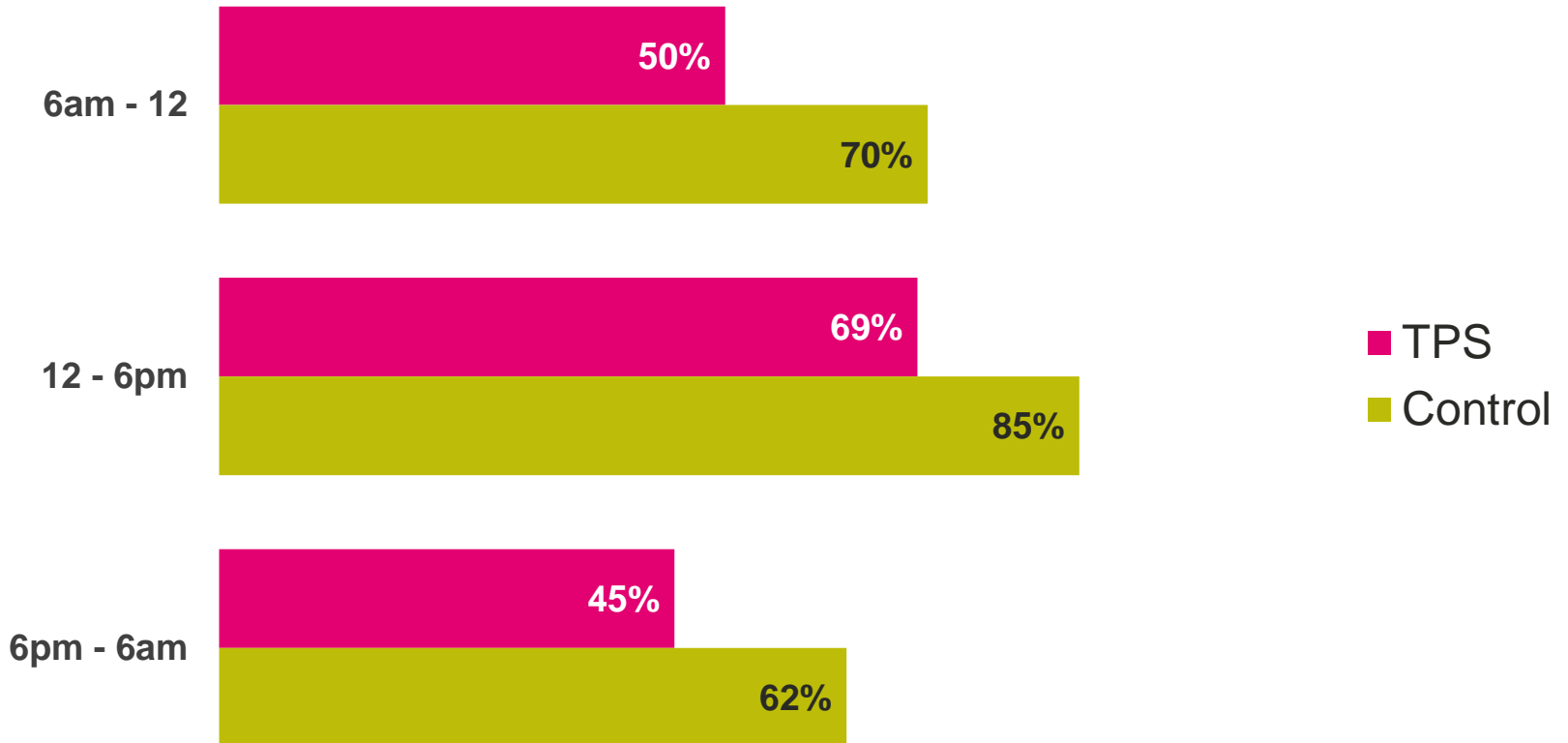

Topic	TPS	Control
PPI Claims	25%	56%
Energy Company	25%	40%
Insurance	18%	26%
Market Research	31%	40%

Base: All respondents who completed second diary (TPS: 391, Control: 391), March 2014

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The TPS group received 1.0 fewer PPI calls, after taking into account the drop in the control group

Based on All reported nuisance calls

Number of nuisance calls per wave

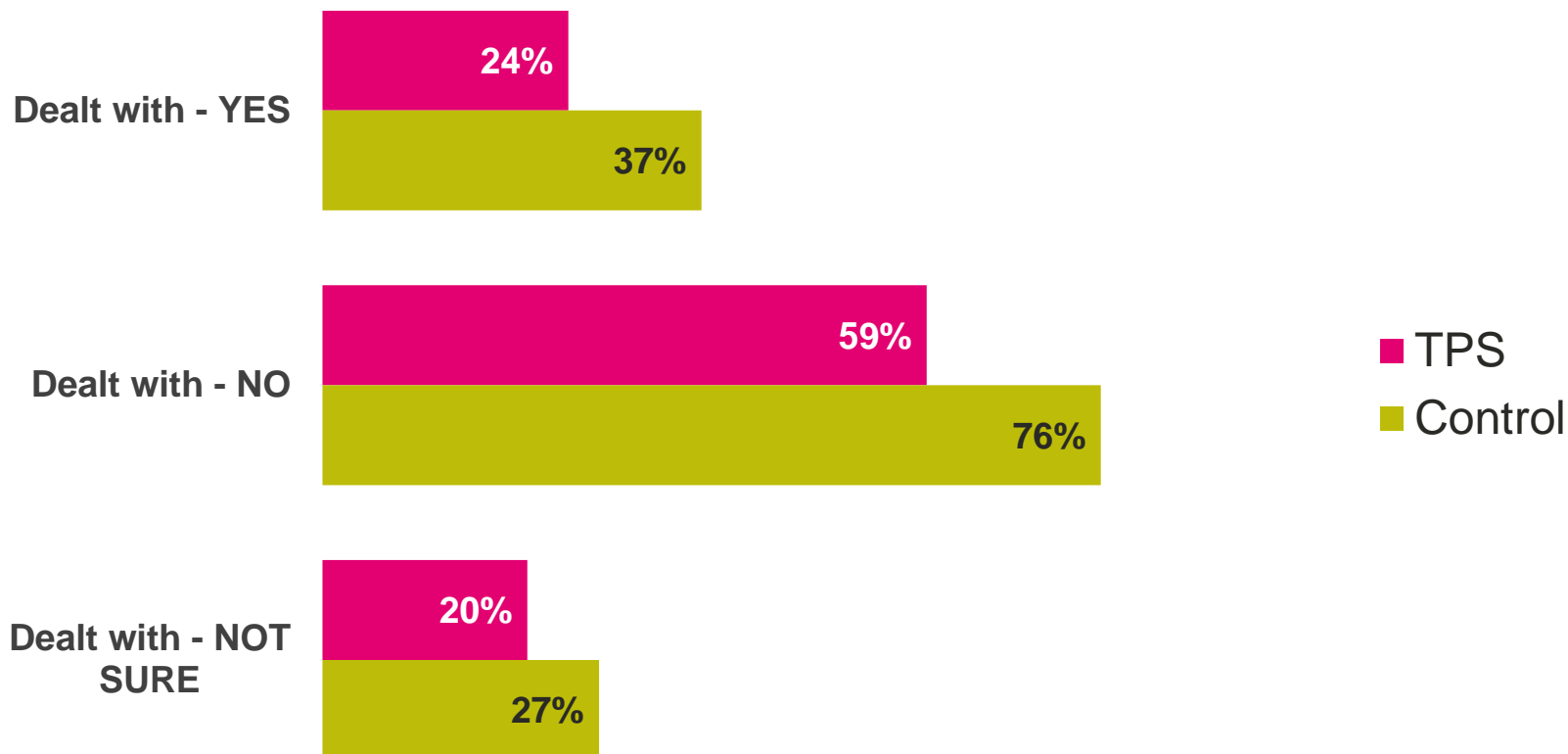|		% change in call volume W1 vs W2	Net impact of TPS on number of calls received
PPI Claims	TPS (0.5) (1.6)	**-72**	**-1.0**
	Ctrl (1.5) (1.6)	-7	
Energy Company	TPS (0.5) (0.8)	**-42**	**-0.3**
	Ctrl (0.9) (0.9)	-5	
Insurance	TPS (0.3) (0.6)	**-50**	**-0.1**
	Ctrl (0.5) (0.7)	-30	
Market Research	TPS (0.7) (1.2)	**-40**	**-0.1**
	Ctrl (0.9) (1.3)	-33	

■ wave 2　■ wave 1　(Mean number of calls per panellist shown in brackets)

Base: All respondents who completed both diary stages, November 2013 and March 2014 (TPS: 391, Control: 391)

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Panellists at wave 2 (all unwanted calls)

Most panellists received calls at all times of day

- 6am - 12
  - TPS: 50%
  - Control: 70%
- 12 - 6pm
  - TPS: 69%
  - Control: 85%
- 6pm - 6am
  - TPS: 45%
  - Control: 62%

■ TPS
■ Control

Base: All respondents who completed second diary (TPS: 391, Control: 391), March 2014

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Based on ALL reported nuisance calls

The mean number of calls received by the TPS group between 6pm and 6am reduced by 0.5 after taking into account the drop in the control group
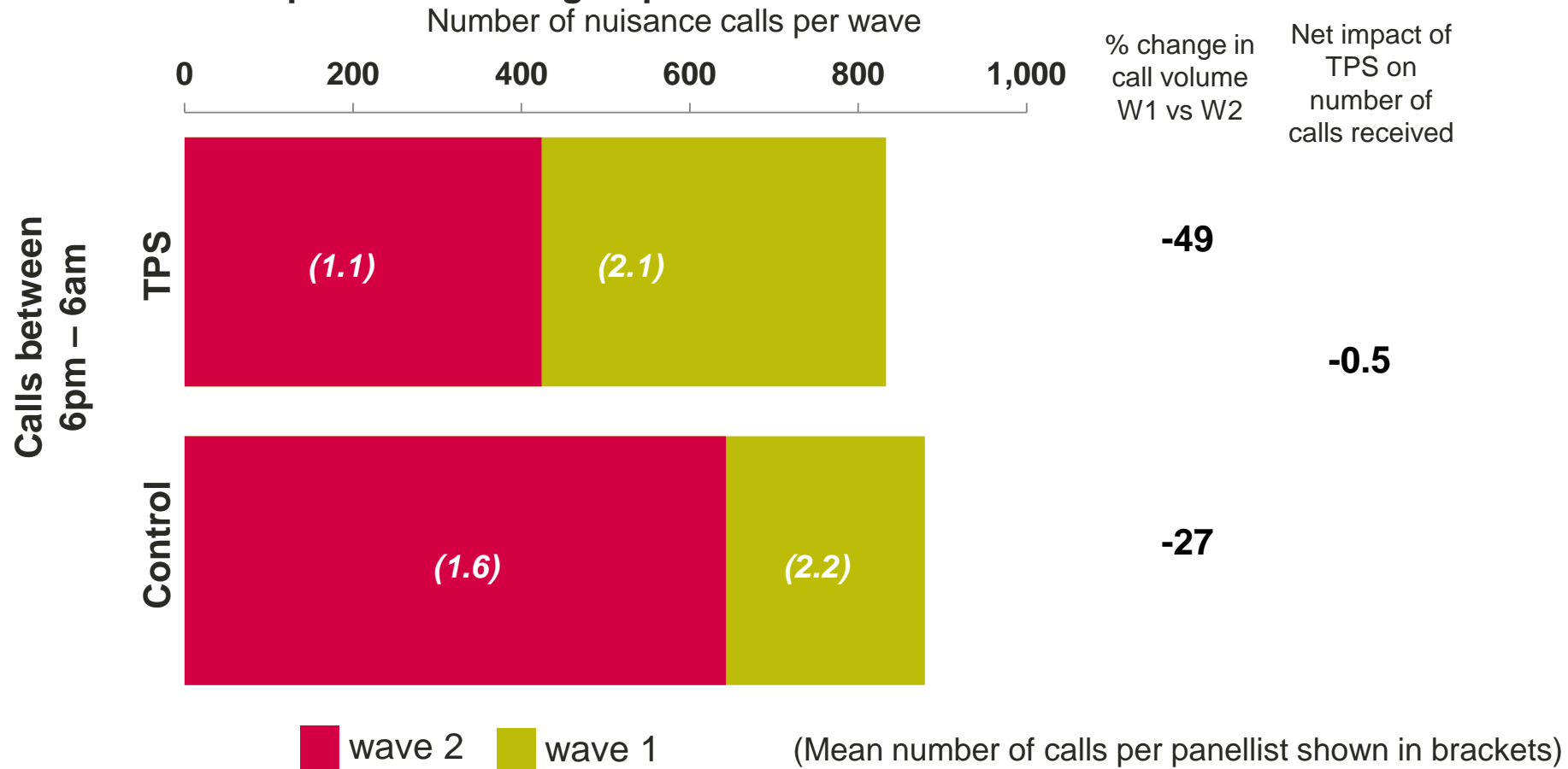
Number of nuisance calls per wave

% change in call volume W1 vs W2

Net impact of TPS on number of calls received

Calls between 6pm – 6am

TPS: (1.1) (2.1) → **-49**

-0.5

Control: (1.6) (2.2) → **-27**

wave 2 | wave 1 | (Mean number of calls per panellist shown in brackets)

Base: All respondents who completed both diary stages, November 2013 and March 2014 (TPS: 391, Control: 391)

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Any nuisance calls from companies you have / have not dealt with before

Panellists at wave 2 (all unwanted calls)

The majority of panellists received unwanted calls from organisations they had not dealt with in the past. The Control group were more likely to report receiving calls both from organisations they had and had not dealt with in the past, compared with the TPS group.
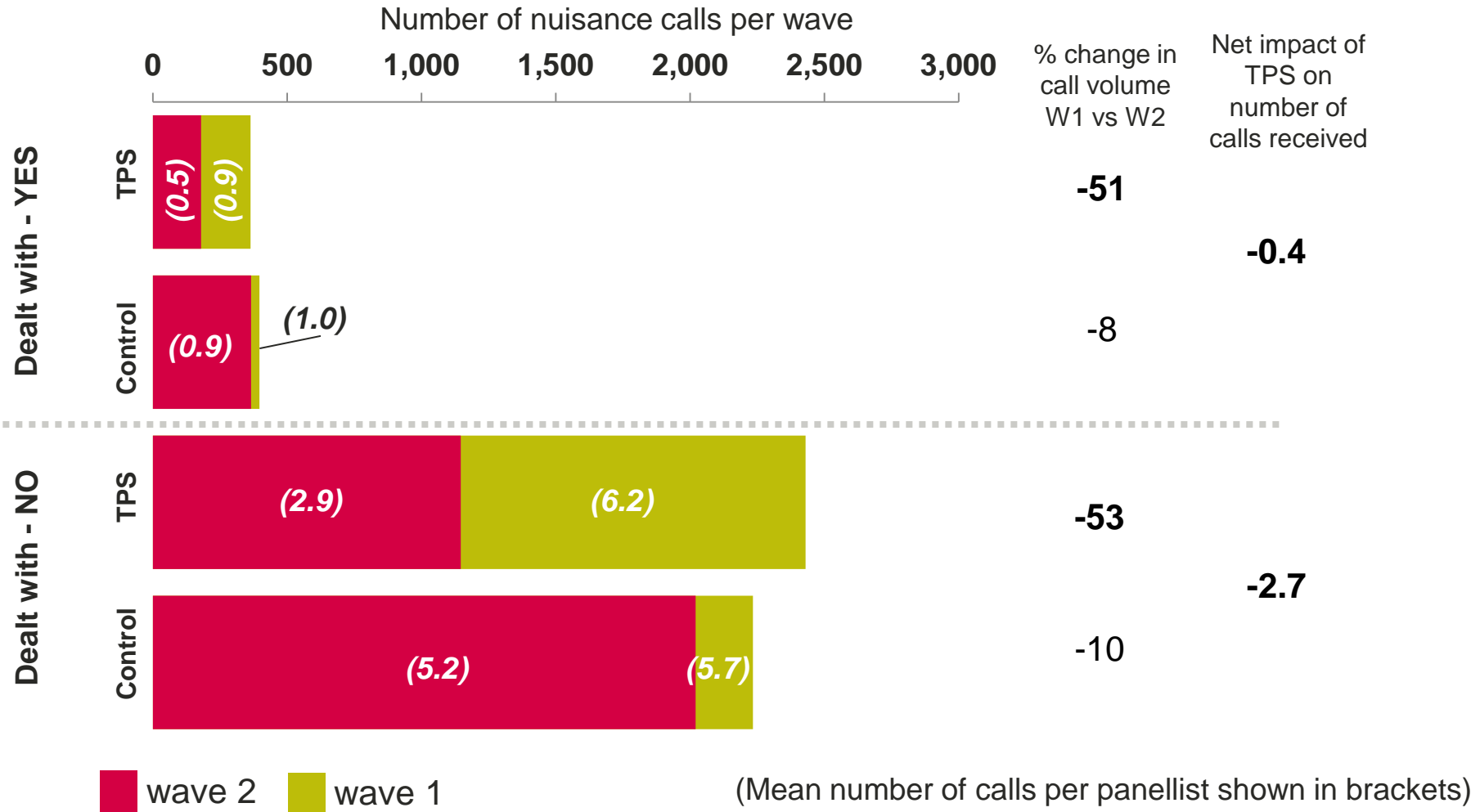
Dealt with - YES
- TPS: 24%
- Control: 37%

Dealt with - NO
- TPS: 59%
- Control: 76%

Dealt with - NOT SURE
- TPS: 20%
- Control: 27%

■ TPS
■ Control

Base: All respondents who completed second diary (TPS: 391, Control: 391), March 2014

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TPS appears to reduce all unwanted calls, whether or not the panellist believed they had dealt with the organisation in the past

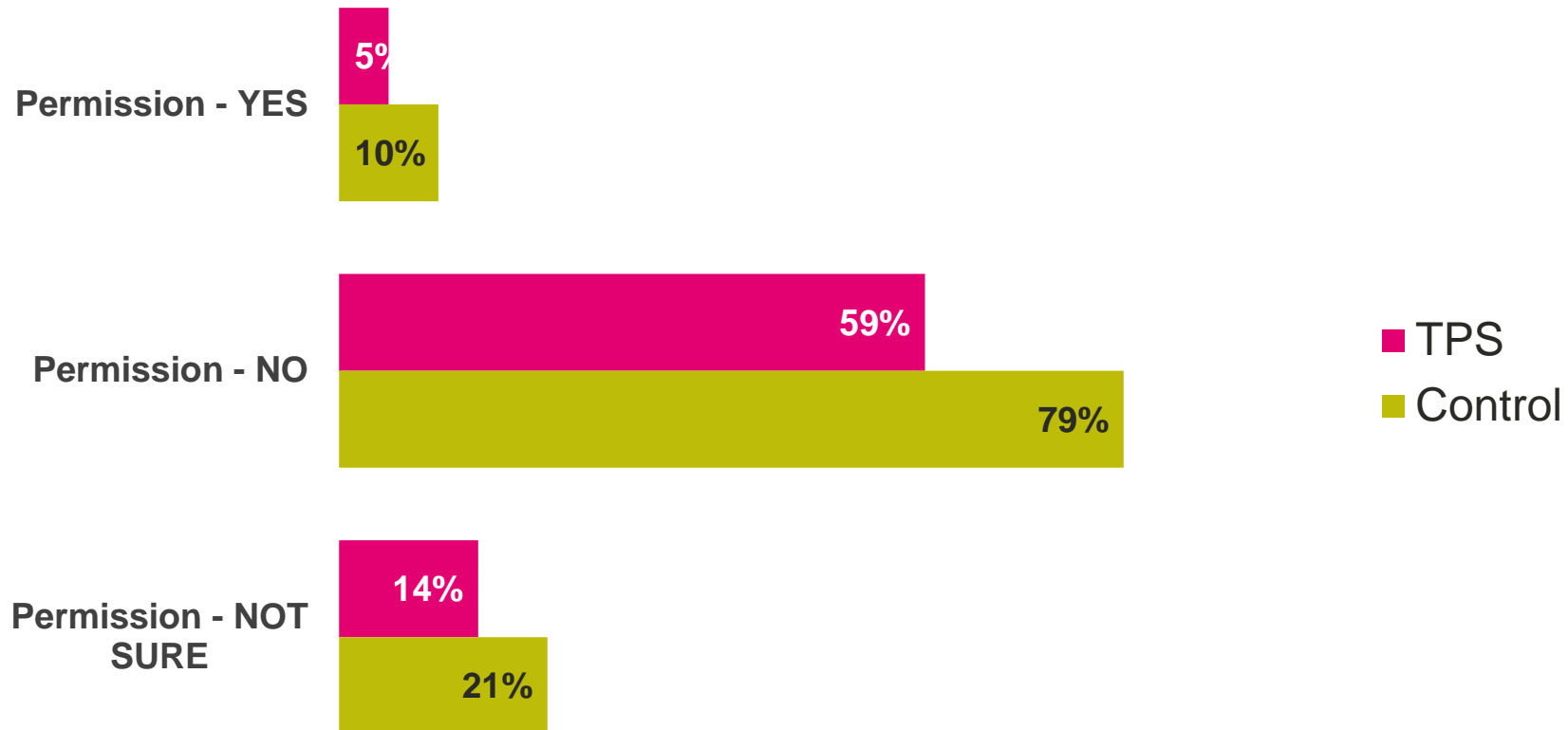**Based on ALL reported nuisance calls**

Number of nuisance calls per wave

	% change in call volume W1 vs W2	Net impact of TPS on number of calls received
Dealt with - YES / TPS	**-51**	
Dealt with - YES / Control	-8	**-0.4**
Dealt with - NO / TPS	**-53**	
Dealt with - NO / Control	-10	**-2.7**

Chart data (Mean number of calls per panellist shown in brackets):
- Dealt with - YES, TPS: wave 2 (0.5), wave 1 (0.9)
- Dealt with - YES, Control: wave 2 (0.9), wave 1 (1.0)
- Dealt with - NO, TPS: wave 2 (2.9), wave 1 (6.2)
- Dealt with - NO, Control: wave 2 (5.2), wave 1 (5.7)

■ wave 2 ■ wave 1

(Mean number of calls per panellist shown in brackets)

Base: All respondents who completed both diary stages, November 2013 and March 2014 (TPS: 391, Control: 391)

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Calls from companies you have / have not given permission to call

Panellists at wave 2 (all unwanted calls)

Similarly, the majority of panellists believed they had not given the organisation permission to call them.
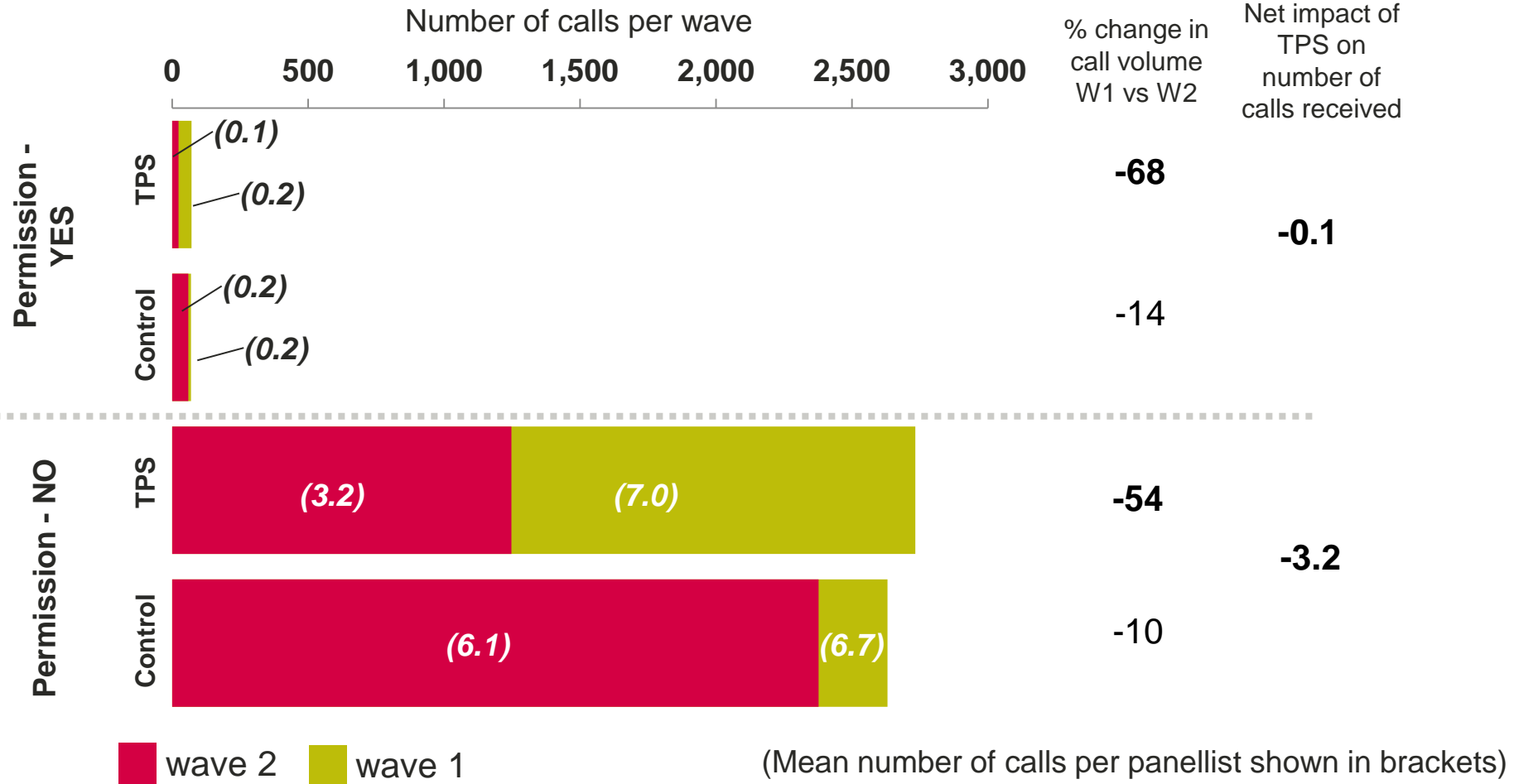
Permission - YES
- TPS: 5%
- Control: 10%

Permission - NO
- TPS: 59%
- Control: 79%

Permission - NOT SURE
- TPS: 14%
- Control: 21%

■ TPS
■ Control

Base: All respondents who completed second diary (TPS: 391, Control: 391), March 2014

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And TPS reduced calls whether or not panellists believed permission had been given (although base size is small for organisations with permission)

Based on ALL reported nuisance calls

Number of calls per wave

	% change in call volume W1 vs W2	Net impact of TPS on number of calls received

Permission - YES

TPS
(0.1)
(0.2)
-68

-0.1

Control
(0.2)
(0.2)
-14

Permission - NO

TPS
(3.2) (7.0)
-54

-3.2

Control
(6.1) (6.7)
-10

■ wave 2 ■ wave 1   (Mean number of calls per panellist shown in brackets)

Base: All respondents who completed both diary stages, November 2013 and March 2014 (TPS: 391, Control: 391)

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Panel Profile
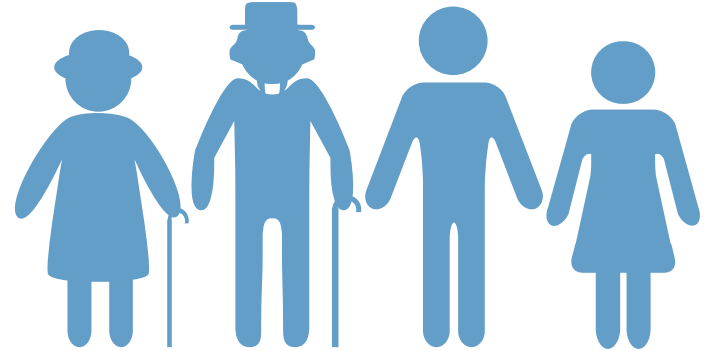
Gender

■ Women   ■ Men

54%   46%
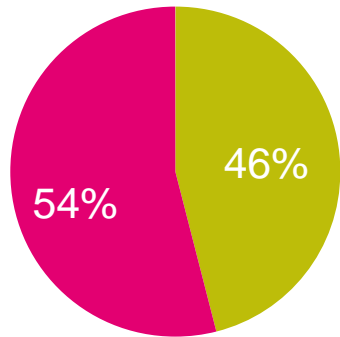
	Recruitment	End wave 1
Male	47%	45%
Female	54%	55%

Work status

■ Working full-time   ■ Not working full-time

44%   56%
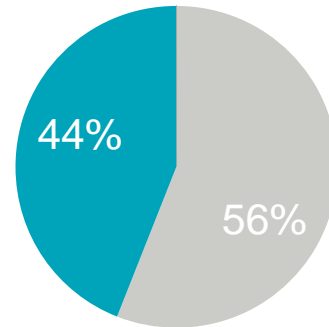
	Recruitment	End wave 1
Working FT	49%	46%
Not working FT	51%	54%

Age
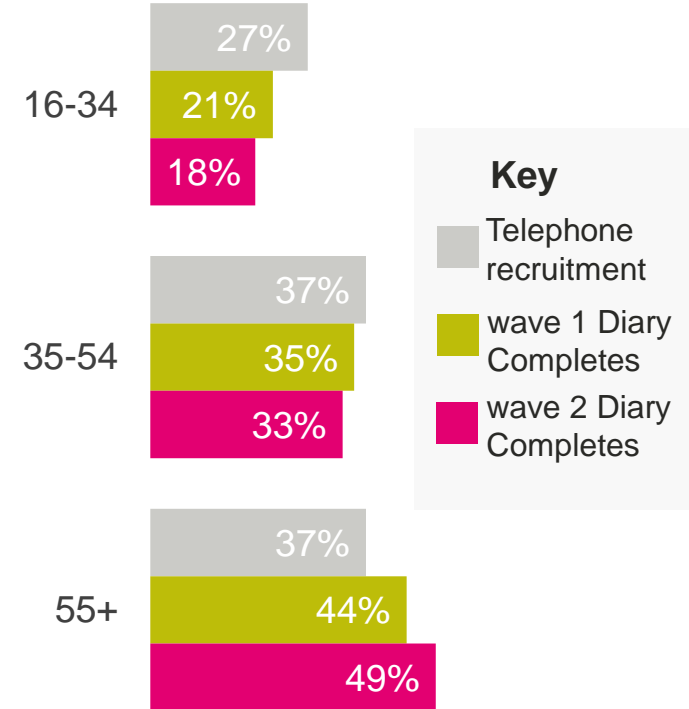
16-34
27%
21%
18%

Key
■ Telephone recruitment
■ wave 1 Diary Completes
■ wave 2 Diary Completes

35-54
37%
35%
33%

55+
37%
44%
49%

Base: All respondents (2,183), 04 October – 22 October 2013/ All respondents who completed first diary (1,092) November 2013 / All respondents who completed second diary (782), March 2014

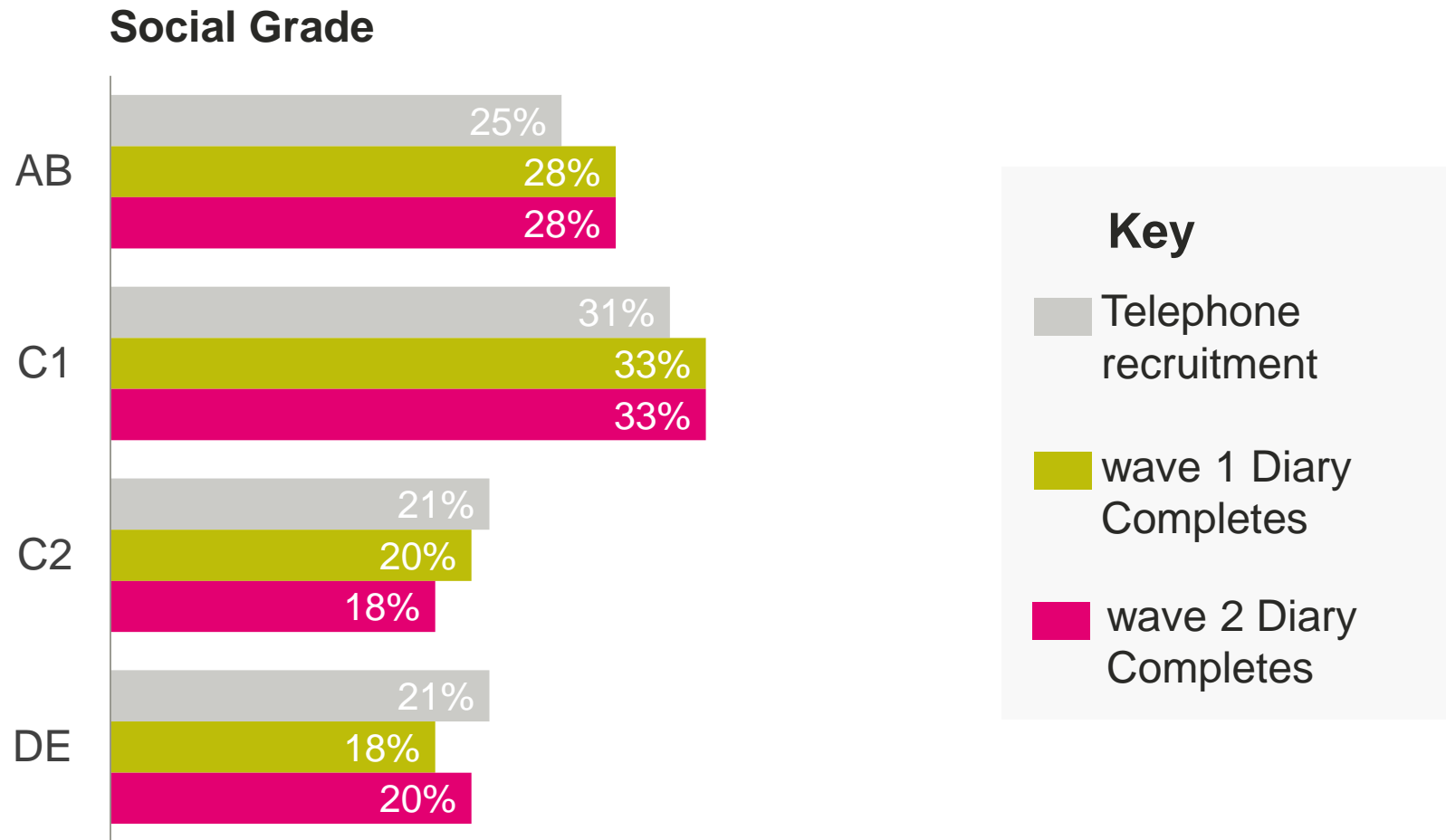Ipsos MORI

Good geographical spread at end of stage two
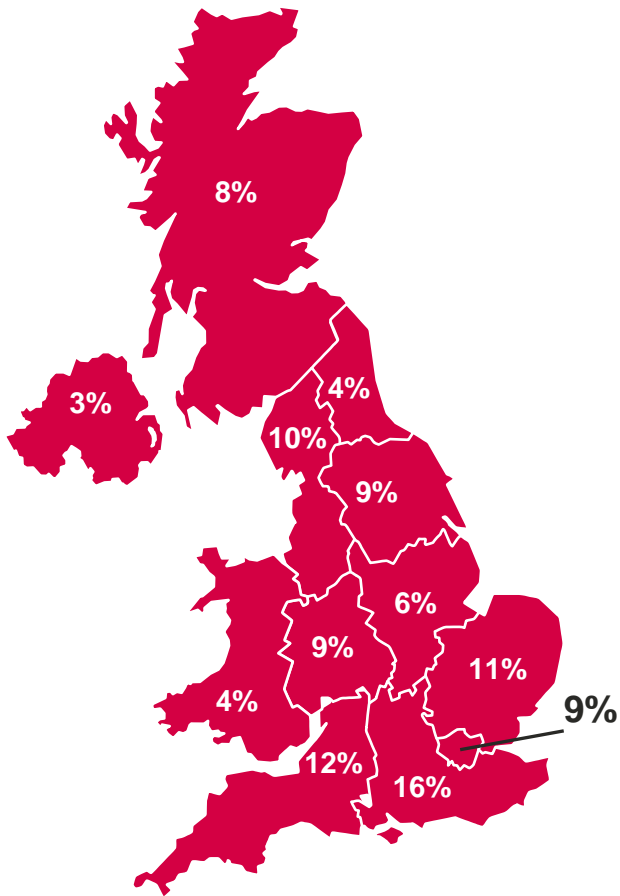
Region	Telephone recruitment stage (base: 2,183)	End wave 1 (base: 1,092)	End wave 2(base: 782)
East Midlands	6%	6%	6%
Eastern	10%	10%	11%
London	11%	10%	9%
Northeast	4%	4%	4%
Northwest	10%	9%	10%
Scotland	10%	9%	8%
South East	15%	16%	16%
South West	10%	12%	12%
Northern Ireland	3%	3%	3%
Wales	5%	5%	4%
West Midlands	9%	8%	9%
Yorks & Humber	9%	9%	9%

Map labels: 8%, 3%, 4%, 10%, 9%, 6%, 9%, 4%, 12%, 16%, 11%, 9%

Base: All respondents (2,183), 04 October – 22 October 2013/ All respondents who completed first diary (1,092) November 2013 / All respondents who completed second diary (782), March 2014

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Social Grade

Key

Telephone recruitment

wave 1 Diary Completes

wave 2 Diary Completes

Social Grade	Telephone recruitment	wave 1 Diary Completes	wave 2 Diary Completes
AB	25%	28%	28%
C1	31%	33%	33%
C2	21%	20%	18%
DE	21%	18%	20%

Base: All respondents (2,183), 04 October – 22 October 2013/ All respondents who completed first diary (1,092) November 2013 / All respondents who completed second diary (782), March 2014

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