

Freedom of Information: Right to know request

Thank you for your request for information where you asked about the quality management and testing of the research survey carried out by Kantar Media, commissioned by Ofcom as part of its review of the DQ market ('118 Call Cost Review').¹

This was received by Ofcom on 17 July and it has been considered under the Freedom of Information Act 2000 (the Act).

You asked for information on quality management and testing of the research survey, in particular:

1. Quality controls employed in the Kantar Media research such as cognitive testing and or piloting of the questionnaire before the main fieldwork started;
2. The Executive monitoring of some interviews to ensure that fieldwork was of the required standard;
3. Details of instructions, if any, provided to the interviewers tasked with carrying out fieldwork;
4. Detail on the calculations and basis used to derive the effective sample size used for statistical testing.

We have searched for the information requested and can confirm that we hold some relevant information, as set out in the rest of this letter.

Ofcom commissioned quantitative research on directory enquiry service users from Kantar Media following an invitation to tender.

We enclose the following documents or extracts of documents that are relevant to your request and held by Ofcom:

1. Relevant extracts from Ofcom's Invitation to Tender for Omnibus Research. By way of explanation, omnibus research is where clients buy space/questions on the market research company's nationally representative survey, so there could be a number of different topics asked about in the same survey for different clients.
2. A Kantar Media document detailing their CAPI Omnibus methodology. Information on monitoring of interviews for the Omnibus can also be found in this document.
3. Kantar Media's Quality Policy.
4. Relevant extracts from Kantar Media's Omnibus Research Tender document.
5. Relevant sections from Kantar Media's proposal for directory enquiries user research.
6. Relevant extract from an email from Kantar Media to Ofcom.

Additionally, some written instructions to interviewers can be found in Appendix A of the Technical report from Kantar Media, available on the Ofcom website at

https://www.ofcom.org.uk/data/assets/pdf_file/0030/114798/dq-technical-report.pdf.

We do not hold information on the calculations and basis used to derive the effective sample size used for statistical testing beyond what is contained in the attached extract from Kantar Media's proposal for directory enquiries user research.

¹ <https://www.ofcom.org.uk/consultations-and-statements/category-1/directory-enquiries-118-review>

If you have any queries, then please contact information.requests@ofcom.org.uk. Please remember to quote the reference number above in any future communications.

Yours sincerely,

Julia Snape