

## Technical report – Reasons to Complain Tracker 2020 (Nov)

### Preface

Since 2009, Ofcom has been tracking the proportion of customers using a landline, broadband and mobile service who say they have had reason to complain about their provider in the previous 12 months. Pay TV was included for the first time in the 2016 wave of research. As in previous waves, the 2019 research was conducted via a face to face omnibus.

In contrast to previous waves of tracking, the current study ran solely with an online methodology, in part due to restrictions in face-to-face interviewing during the coronavirus pandemic. More information on the previous wave's approach and methodology can be found [here](#). In the current study, Yonder interviewed a nationally representative sample of 6,340 adults aged 16+ via it's own Online Omnibus conducted through the PopulusLive panel.

### Limitations in data comparability to previous waves

Since the methodology has changed from face to face to online, it is important to note that there are likely to be some differences between the current wave of the Reasons to Complain Tracker and previous waves of tracking. Whilst the PopulusLive panel has been carefully built to ensure that it remains demographically balanced, this survey does not capture views of the offline population who do not have access to the internet and therefore results are skewed to those who are online. As such, comparisons between the current and previous waves are not possible.

It is also important to acknowledge any potential behavioural differences that a respondent might exhibit when completing a survey face to face versus completing a survey online, particularly on the topic of complaints. In particular, it is known that online panels can result in fewer responses in the top satisfaction/ agreement category.

### Study Objectives

The specific objectives of the study are to explore whether consumers have had reason to complain about their landline, fixed broadband, mobile and/or pay TV provider in the last 12 months, and if so, what was the reason for the complaint. The study also explores whether customers with a reason to complain actually went on to make a complaint, if they did, who they complained to; and, if they did not go on to make a complaint, why not. Where sample sizes allow, the data generated by this study is split (within each sector) by communications provider.

All interviews were conducted over an eight day period between the 23 and 29 of November 2020. The last 12 months therefore refers to the 12 months prior to fieldwork (November 2019 – November 2020). On completion of the interviews, the data was weighted to the known offline profile of the UK. Targets for weights were taken from the National Readership Survey, a random probability F2F survey conducted annually with 34,000 adults.

### Sample Design

#### Quotas

Nationally representative quotas were used to closely represent the offline UK population. Targets for quotas were also taken from the National Readership Survey and were set on the following:

- Age (16-24, 25-34, 35-44, 45-54, 55-64, 65+)
- Socio-economic grade (SEG)
- Gender
- Region

### Fieldwork

An online survey was conducted using Yonder’s Online Omnibus methodology to reach c.6,000 adults aged 16+ over three waves (c.2,000 in each wave). Exclusions were put in place in order to prevent respondents completing the survey in more than one wave of the Omnibus.

### Weighting

As mentioned above, Yonder set quotas by age interlocked with gender, region and social grade. Any discrepancy between the final achieved sample and the known offline profile of the UK was adjusted by RIM<sup>1</sup> weighting, using the known demographic profile of the population. Data was weighted using 8 different variables - age, gender, government office region, social grade, taken a foreign holiday in the last 3 years, tenure, number of cars in the household and working status.

### Guide to Statistical Reliability

The variation between the sample results and the “true” values (the findings that would have been obtained if everyone had been interviewed) can be predicted from the sample sizes on which the results are based, and on the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95%, that is, the chances are 95 in 100 that the “true” values will fall within a specified range. However, as the sample is weighted, we need to use the effective sample size<sup>2</sup> (ESS) rather than actual sample size to judge the accuracy of results. The following table compares ESS and actual samples for some of the main groups across all respondents.

<sup>2</sup> Effective Sample Size shown as Effective Weighted Sample in the data tables produced

	<b>ACTUAL</b>	<b>ESS</b>
<b>TOTAL</b>	6340	6340
GENDER: Male	3123	3100
GENDER: Female	3217	3240
AGE: 16-24	763	875
AGE: 25-34	1078	1059
AGE: 35-44	997	983
AGE: 45-54	1102	1090
AGE: 55-64	962	913
AGE: 65-74	1069	1063
AGE: 75+	369	358
SEG: AB	1888	1724
SEG: C1	1675	1788
SEG: C2	1346	1287
SEG: DE	1431	1541

<sup>1</sup> Random Iterative Weighting