

## Appendix A: Response rate calculation

The final response rate was 25%. Fieldwork outcome codes and the response rate are listed in the table below.

Fieldwork outcome code	Number falling into this category
Non-residential number	1,177
Invalid non-working number	740
Fax line	839
Outside of regional quotas	47
Appointment made but not filled before end of fieldwork	215
No answer after 10+ calls	1162
Answering machine through all 10+ calls	445
Language difficulties	162
Refusal	3928
Dropped out of interview part-way through	21
Completed interview	2,000
<b>Final response rate</b> (completed interviews divided by all valid phone numbers – i.e. all numbers excluding the first four rows in this table)	<b>25%</b>