

Gender Disparity Review 2022

Research Report



Methodology

Gender Disparity Review 2022

This report compiles evidence from the research carried out as part of the wider Gender Disparity Review – the three research areas are referred to as General Population, Visiting Officer, and ROI. Throughout we also highlight the types of research data, outlined below:



General Population

Nationally representative survey amongst the 'Licensable' population

Visiting Officer

Gathered a sample of Visiting Officers

ROI

Online surveys completed by a sample of those who have recently provided statements

We will also highlight the type of data that the chart refers to including:

RECALLED BEHAVIOUR: The respondent is asked to recall a past behaviour

RECORDED BEHAVIOUR: Where VOs have recorded a behaviour during visits

HYPOTHETICAL BEHAVIOUR: The respondent is asked what they think their claimed behaviour would be in a hypothetical scenario or situation

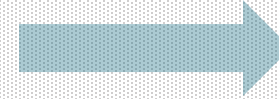
RECORDED SITUATION: The respondent is asked to report on their actual status or their opinion of their status regarding demography or socio-economic situation

General Population Survey

We conducted a nationally representative survey amongst the 'Licensable' population (i.e. people who watch Licensable TV). Please note that this is **claimed** behaviour from respondents.



- 10,003 respondents who are Licensable (i.e. they watch Licensable TV)
- 20-minute online survey
- Aged between 18 and 74
- Fieldwork during August 2022
- Quotas on Age, Gender, Region and Household size
- Weighted by Age, Gender, Region Social Grade and Household size



Our main analysis groups are

Total (10,003)

- Males: 5009
- Females: 4928

Non-Payers / Claimed NLN* (455)

- Males: 255
- Females: 192

**No Licence Needed*

Visiting Officer Perspective

For this research, we have gathered data from Visiting Officers by asking them to record the interaction, who answered the door, who they dealt with and what was the outcome for each of their visits.



VO Study: VO Self-Completion Forms

- 3,192 completed forms across 39 officers
- In the research*, 39 officers took part, split into 82% male and 18% female
- Fieldwork between July 2022 - and August 2022

**At Capita, in field there is a split of 89% male and 11% female*

Rol Statement Interviews

Online survey of people who had recently given an ROI statement.



- Letters were sent out to a proportion of people who had been given an Rol by a VO
- The letters included a link to a survey asking people who had been given an Rol to record their experiences
- People were incentivised to complete the survey with a £10 Amazon voucher
- 421 people who had been given an Rol and sent a letter completed the survey link
- The survey was 20 minutes via online methodology
- Fieldwork took place over August 2022



Splits out into:

- Males: 183 (43%)
- Females: 207 (49%)
- Other/prefer not to say: 31 (7%)

There were no quotas applied to the survey; we let age, gender and region fallout naturally

Letters were sent out to an equal distribution of males and females (50/50)



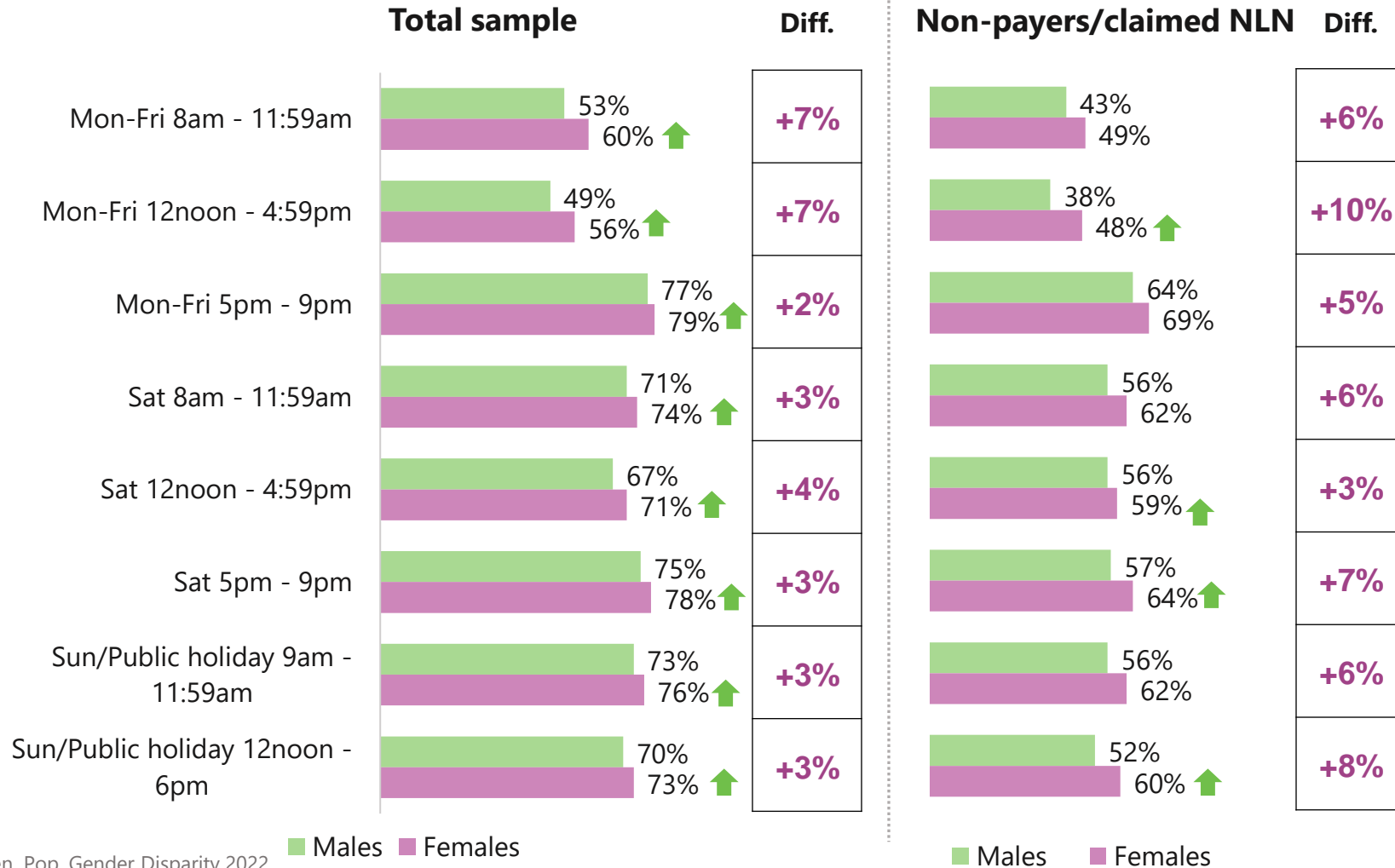
**harris
interactive**

RAPP 

TIMES AVAILABLE

Females claim they are more likely to be at home and available, especially between the hours of 8am to 5pm Monday to Friday, this is true of the general population and non-payers/claimed NLN.

GENERAL POPULATION RESEARCH (RECALLED BEHAVIOUR): Time of day at home



■ Males ■ Females

■ Males ■ Females

↓ ↑ Significantly difference vs. males (95% confidence interval)

Gen. Pop. Gender Disparity 2022

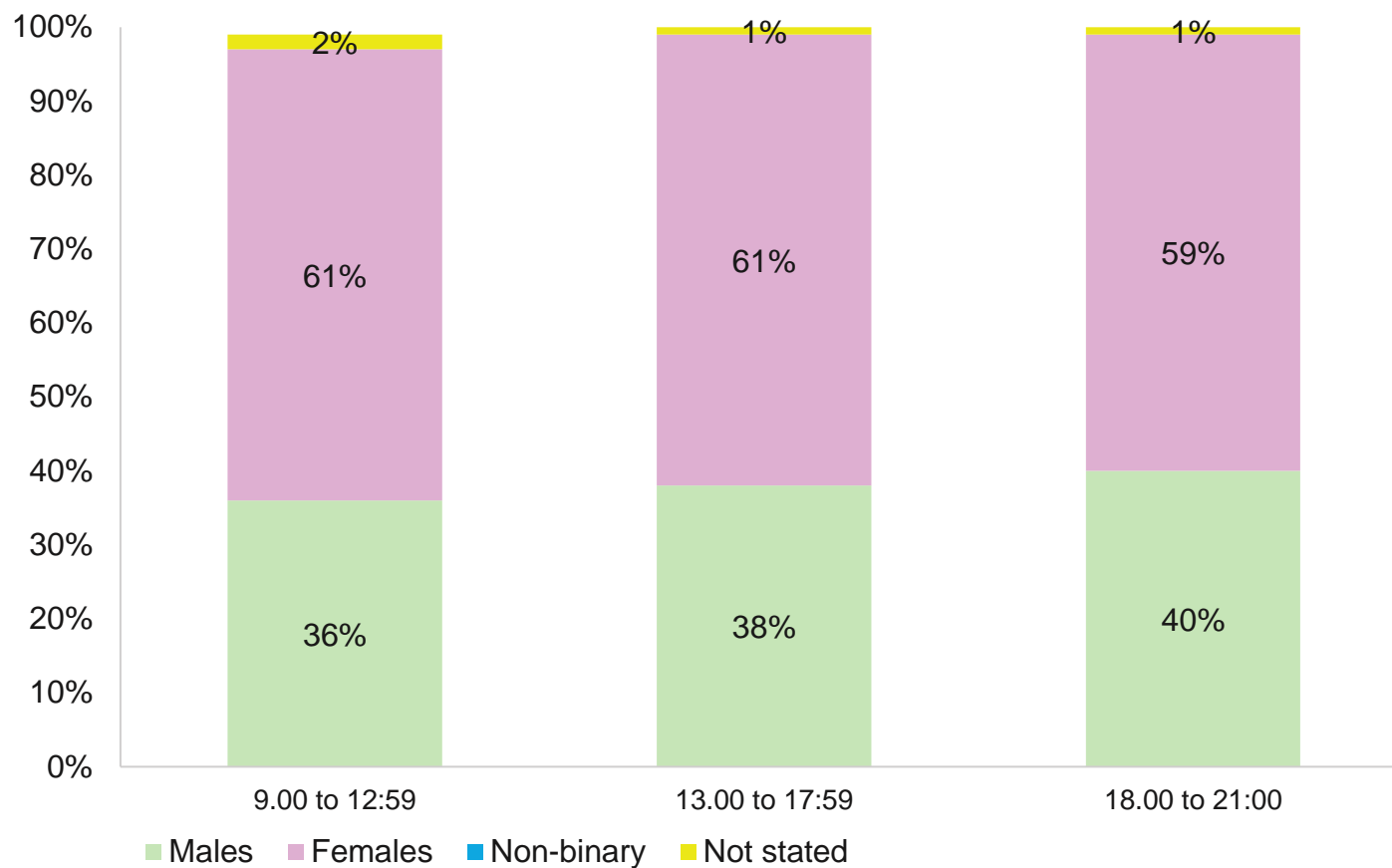
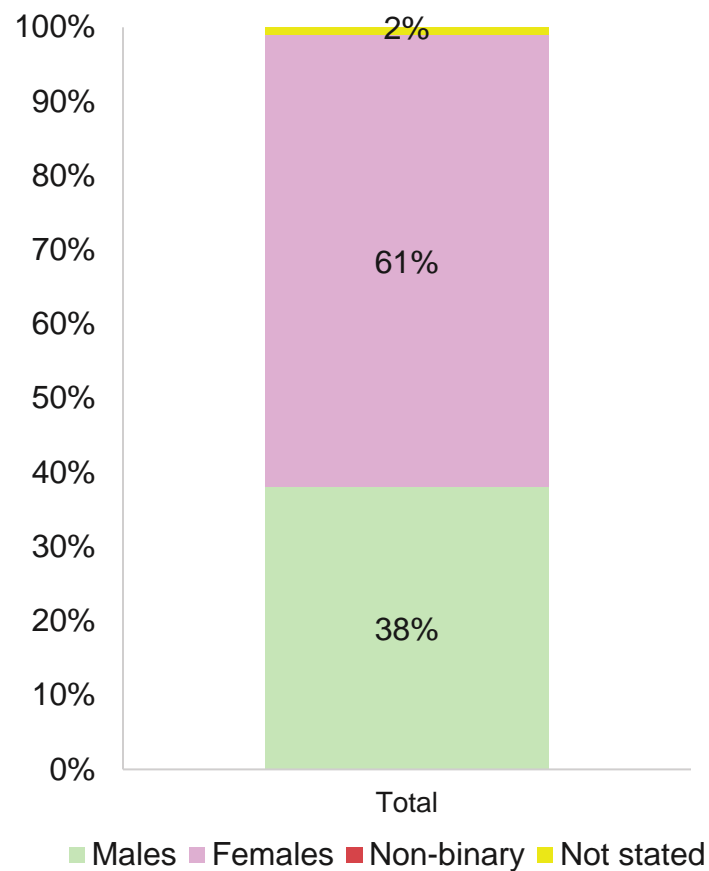
Who in your household is typically at home at the following times in a typical week?

Base: Total with Males in the HH (n=8,416), Non-payers / NLN with Males in HH (n=354), Total with Females in the HH (n=8,468), Non-payers / NLN with Females in HH (n=332)

NB Base of non-binary and prefer not to say cohorts is too small to report

VOs recorded that Females are more likely to be the 1st adult VO's speak to during their visiting times.

VISITING OFFICER VO SELF COMPLETION RESEARCH (RECORDED BEHAVIOUR): What was the gender of the first Adult (18+) spoken to?



Official VO visit times are 9:00-21:00 Monday to Friday, and 9:00-18:00 Saturday to Sunday

VO Self Completion Gen. Pop. Gender Disparity 2022
 What was the gender of the first Adult (18+) spoken to?
 Base: Total (n=3,192), 9:00-12:59 (n=1,128), 13:00-17:59 (n=1,642), 18:00-21:00 (n=390)

In the instance where the proportions are dependent on each other (i.e. when they have to add to 100% within the same sample) trying determine a significant difference becomes too dependent on 'expected distributions' which we would have to estimate and therefore become hypothetical.



**harris
interactive**

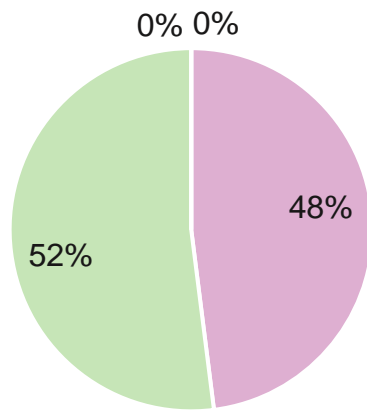
RAPP 

DEFERENCE

Respondents claim that Males are the most likely gender the TVL Officer would encounter, whether there are other people in the house, or they are the only occupant.

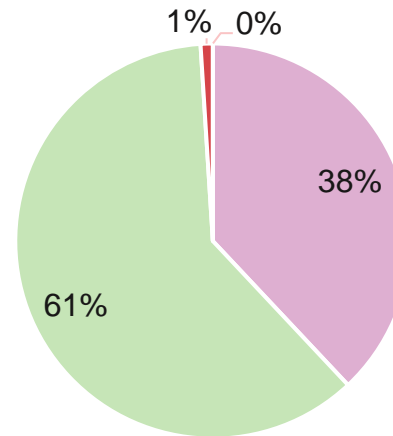
GENERAL POPULATION RESEARCH TOTAL SAMPLE (HYPOTHETICAL BEHAVIOUR): Gender proportions of who the TV Licence Officer is likely to encounter in various scenarios

Gender of respondents who claim they would deal with the TVL Officer (based on those who have others in the Household and would answer the door if one knocked)



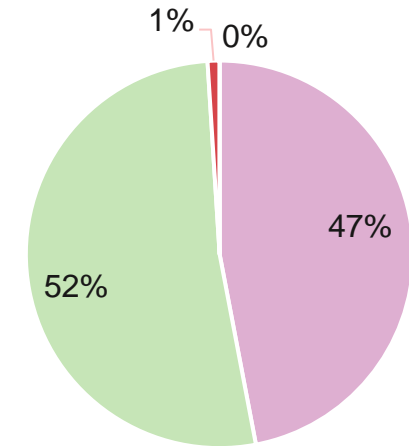
- Female
- Male
- Identify another way
- Prefer not to say

If the respondent claimed they would defer or leave the door to be answered to someone else, below is the gender of the person they reported would deal with it



- Female
- Male
- Identify another way
- Prefer not to say

Gender of people in households with only one occupant



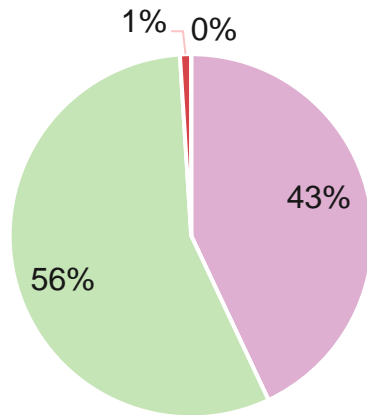
- Female
- Male
- Identify another way
- Prefer not to say

In the instance where the proportions are dependent on each other (i.e. when they have to add to 100% within the same sample) trying to determine a significant difference becomes too dependent on 'expected distributions' which we would have to estimate and therefore become hypothetical.

Among the Non-payer/Claimed NLN, Males are even more likely to claim they would deal with a TVL Officer at the door.

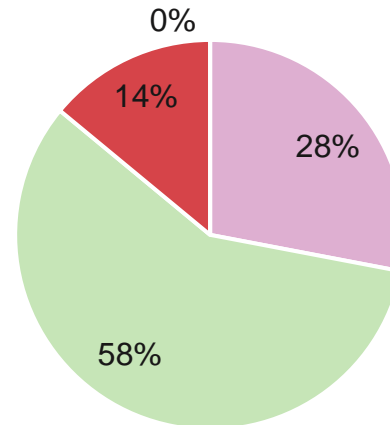
GENERAL POPULATION RESEARCH NON PAYER/CLAIMED NLN SAMPLE (HYPOTHETICAL BEHAVIOUR): Gender proportions of who the TV Licence Officer is likely to encounter in various scenarios

Gender of respondents who claim they would deal with the TVL Officer (based on those who have others in the Household and would answer the door if one knocked)



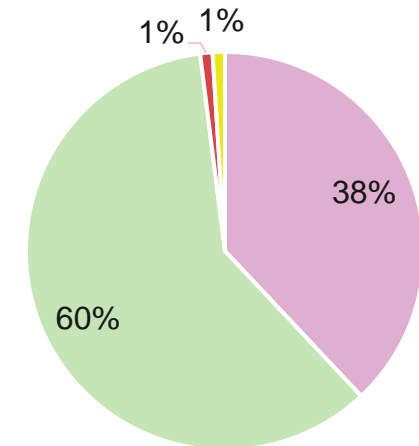
■ Female ■ Male
■ Identify another way ■ Prefer not to say

If the respondent claimed they would defer or leave the door to be answered to someone else, below is the gender of the person they reported would deal with it



■ Female ■ Male
■ Identify another way ■ Prefer not to say

Gender of people in households with only one occupant



■ Female ■ Male
■ Identify another way ■ Prefer not to say

In the instance where the proportions are dependent on each other (i.e. when they have to add to 100% within the same sample) trying to determine a significant difference becomes too dependent on 'expected distributions' which we would have to estimate and therefore become hypothetical.

But, recorded behaviour tells a different story from the claimed behaviour and we found that if Males are 1st encountered by a Visiting Officer, they are more likely to defer to a Female than vice versa.

VISITING OFFICER RESEARCH (RECORDED BEHAVIOUR): Who spoke to you about the TV Licence?



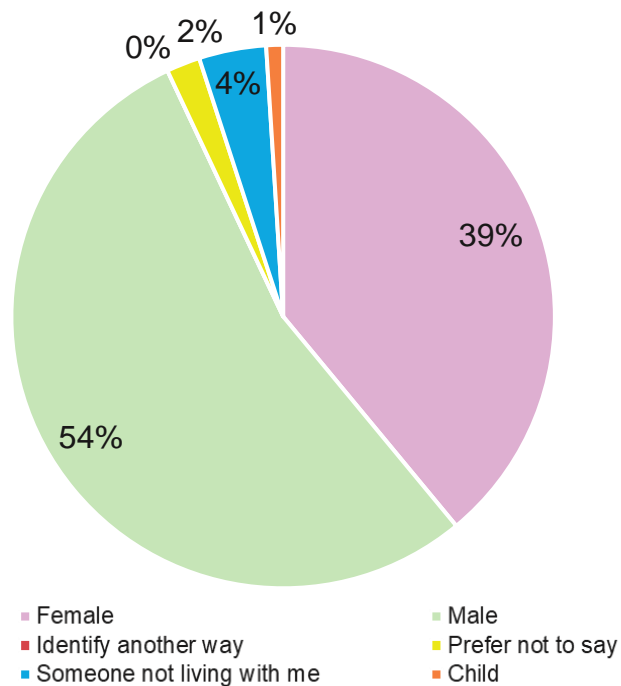
If the door is opened by a male, 10% would defer to a female. Meanwhile, if the door is opened by a female, only 3% would defer to a male in the household.

If a VO opens the door to a female, it's more likely that this will be the person they end up speaking to in comparison to males

In Households with more than one occupant at the time the TVL Officer visited, there was more deference from a Male to a Female than vice versa.

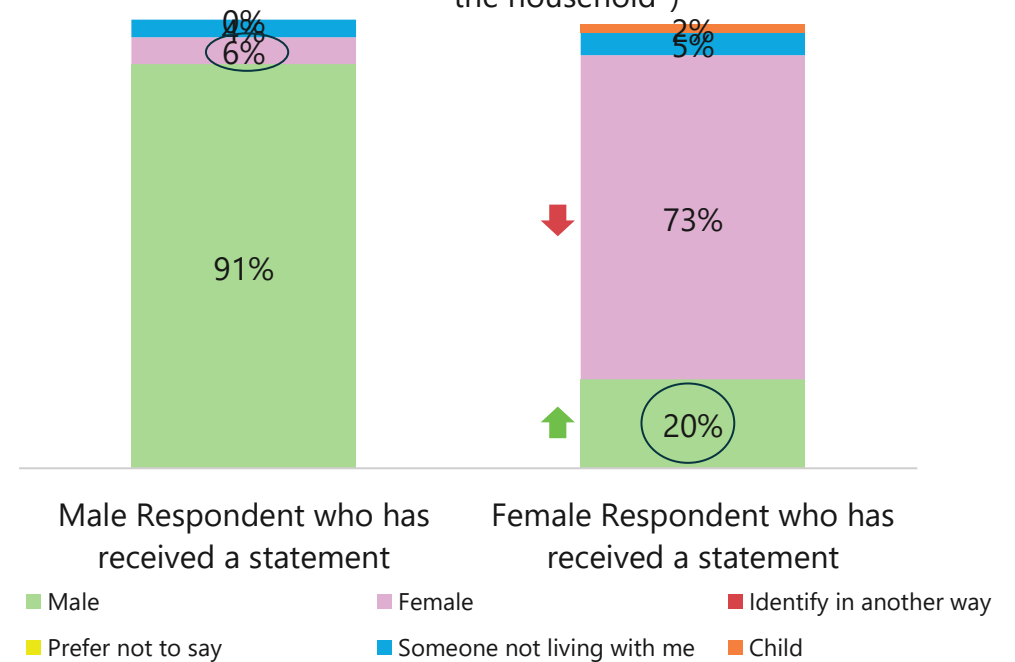
ROI RESEARCH (RECALLED BEHAVIOUR): Who spoke to you about the TV Licence?

Who originally answered the door to the TVL Officer? (amongst the Total of those who said that someone else was at home when the TVL Officer knocked, this included the person themselves answering or someone else in the household*)



In the instance where the proportions are dependent on each other (i.e. when they have to add to 100% within the same sample) trying to determine a significant difference becomes too dependent on 'expected distributions' which we would have to estimate and therefore become hypothetical.

Who originally answered the door to the TVL Officer (amongst Males and Females who said someone else was at home when the TVL Officer knocked, this included the person themselves answering or someone else in the household*)



20% of Females who have an ROI statement said that a man originally answered the door, vs. only 6% of Males saying a woman originally answered the door.

This provides some evidence that at the ROI stage Females are more likely to be deferred to by a man than a man deferred to by a woman. However, the base size of these people is small so it can only be used as indicative evidence.

Significantly testing: Within males we tested females, and within females we tested males against each other (95% confidence interval)



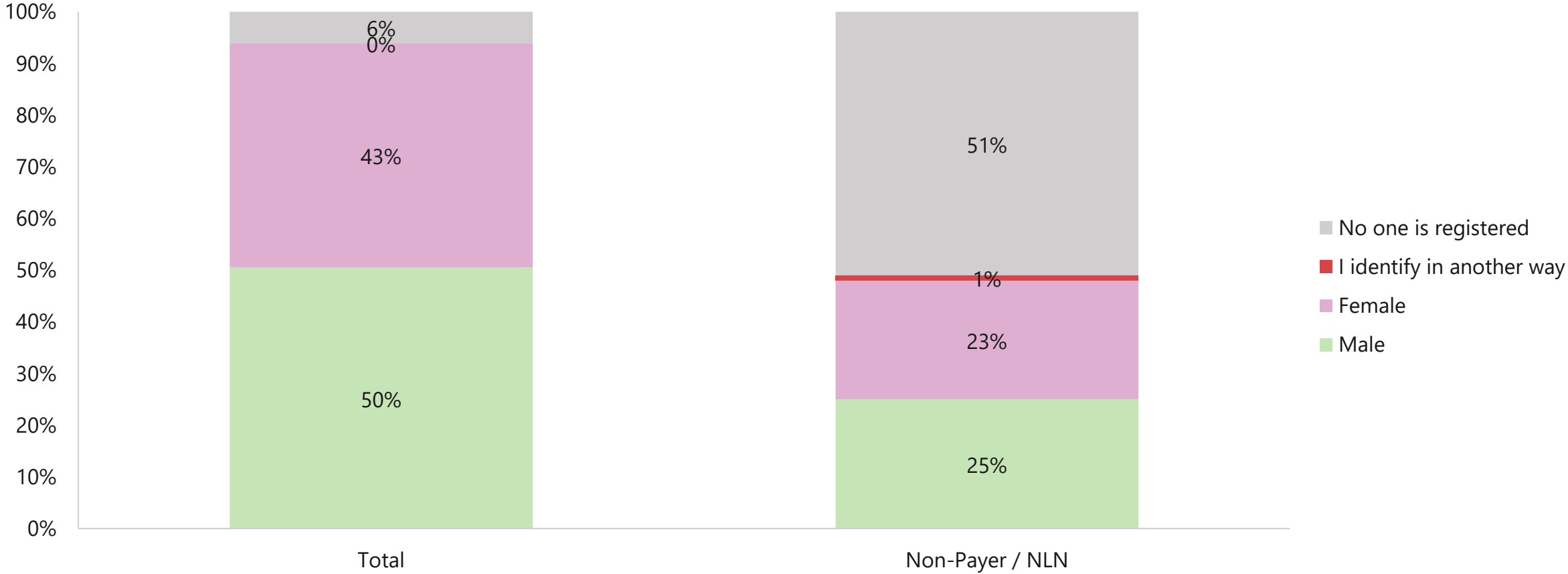
**harris
interactive**

RAPP 

PAYMENT OF BILLS

People recall that Males are more likely to be registered with TVL as a key contact than Females, but amongst Non-payers/NLNs 51% state that no one is registered with TVL.

GENERAL POPULATION RESEARCH (RECALLED BEHAVIOUR): Who is registered with TVL as a key contact?

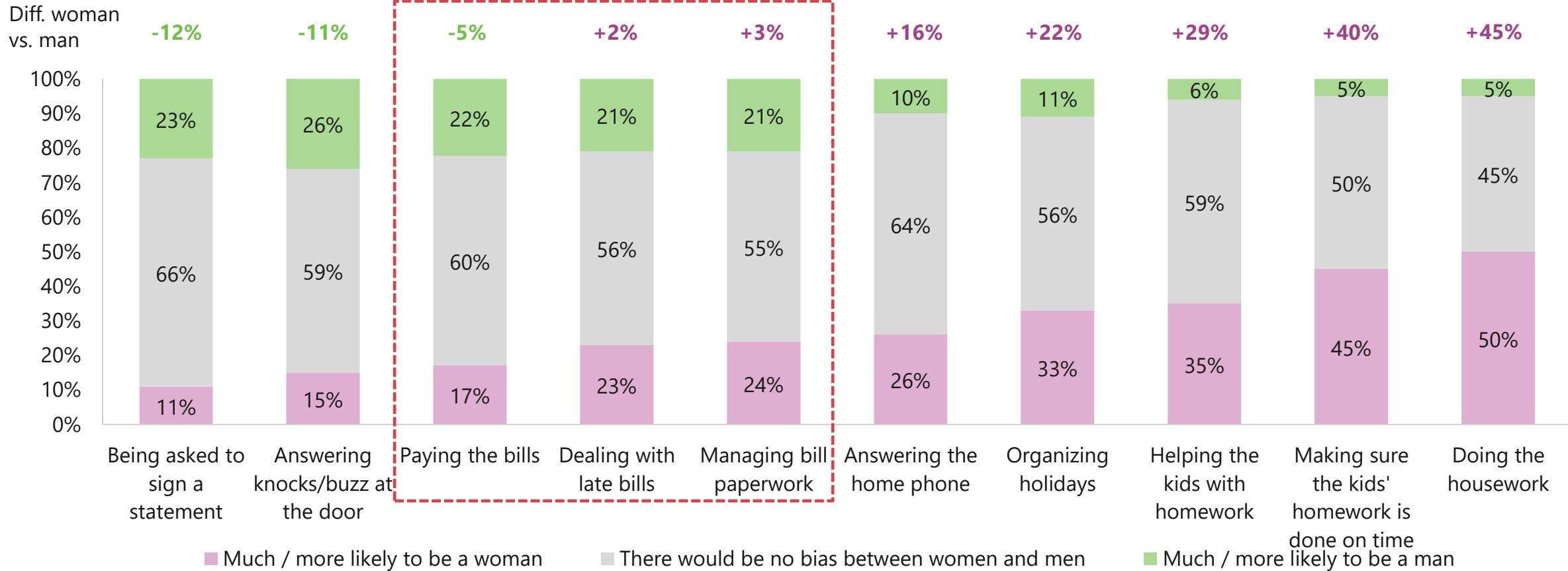


In the instance where the proportions are dependent on each other (i.e. when they have to add to 100% within the same sample) trying determine a significant difference becomes too dependent on 'expected distributions' which we would have to estimate and therefore become hypothetical.

Gen. Pop. Gender Disparity Research 2022
 Whether you pay for this bill or not, in your household, has someone registered as a key contact with a company that provides this service?
 Base: Total (n=10,003), Non-payer / NLN (n=431)

When asked who they think would be responsible for various household tasks, respondents claimed that there was a broadly equal sharing of dealing with bills and paperwork.

GENERAL POPULATION RESEARCH (HYPOTHETICAL BEHAVIOUR): Which gender people think is most likely to be in charge of household tasks: Total Sample



In the instance where the proportions are dependent on each other (i.e. when they have to add to 100% within the same sample) trying to determine a significant difference becomes too dependent on 'expected distributions' which we would have to estimate and therefore become hypothetical.

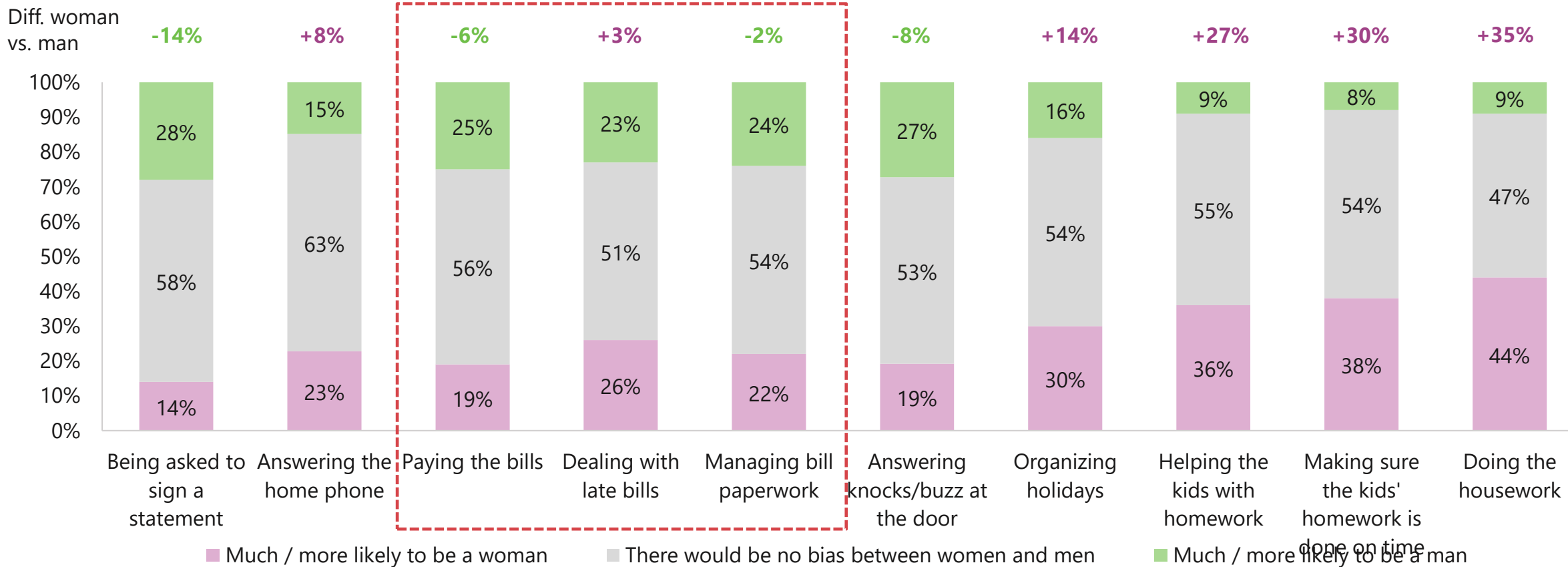
Gen. Pop. Gender Disparity Research 2022

Imagine a house with Males and Females living in it. In this type of house, who do you think usually carries out each of these tasks?

Base: Total (n=10,003)

Amongst Non-payers/NLNs, we again see that people claim that it is a mostly equal sharing of bill management between Males and Females.

GENERAL POPULATION RESEARCH (HYPOTHETICAL BEHAVIOUR): Which gender people think is most likely to be in charge of household tasks: Non-payers/NLN



In the instance where the proportions are dependent on each other (i.e. when they have to add to 100% within the same sample) trying determine a significant difference becomes too dependent on 'expected distributions' which we would have to estimate and therefore become hypothetical.

Gen. Pop. Gender Disparity Research 2022

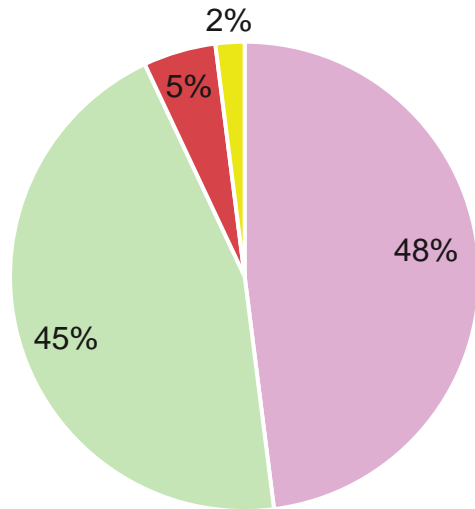
Imagine a house with Males and Females living in it. In this type of house, who do you think usually carries out each of these tasks?

Base: Non-payers / NLN (n=431)

However, amongst the ROI sample, when asked who was responsible for bills in the household, the most recalled gender was 'Female'.

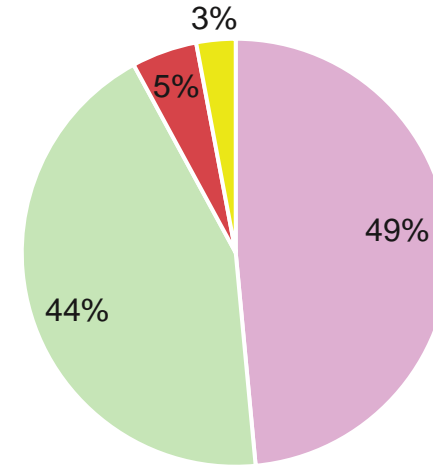
ROI RESEARCH (RECALLED BEHAVIOUR): Registration and Management of the TV Licence

Main person registered for bills (TV Licence)



Female Male Identify another way Prefer not to say

Main person who is contact for bills and admin (TV Licence)



Female Male Identify in another way Prefer not to say

In the instance where the proportions are dependent on each other (i.e. when they have to add to 100% within the same sample) trying determine a significant difference becomes too dependent on 'expected distributions' which we would have to estimate and therefore become hypothetical.

ROI Gender Disparity Research 2022

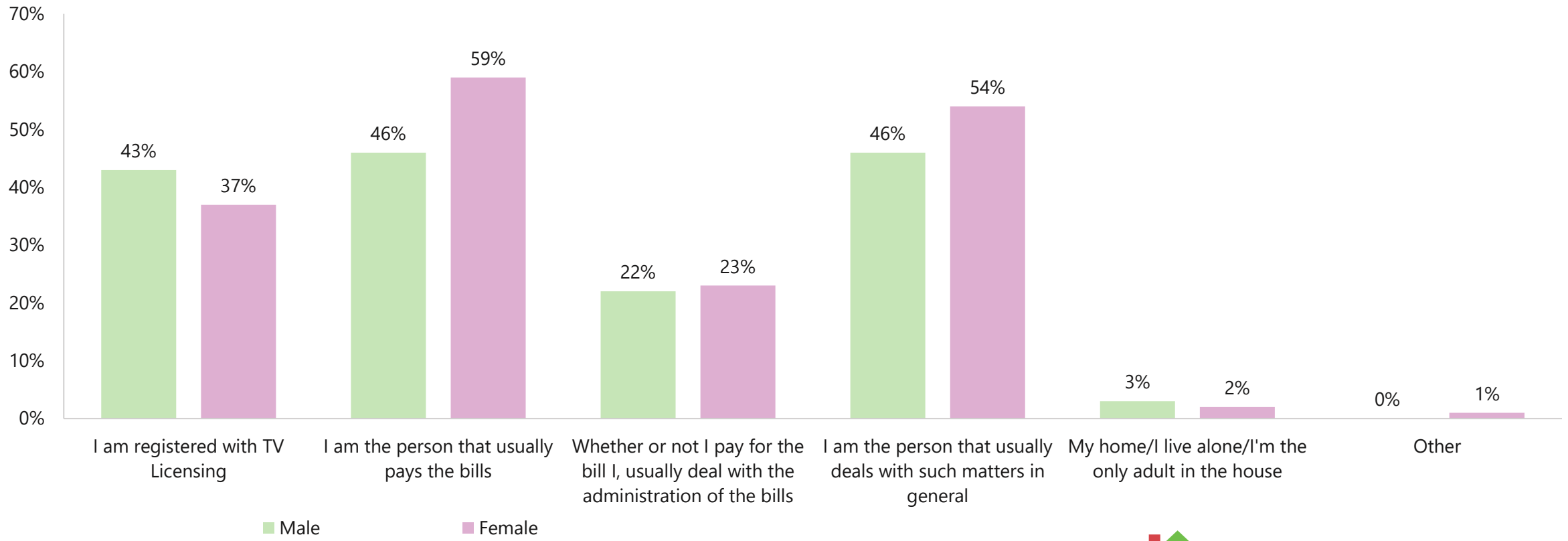
Of the bills you are required to pay, who in your household is registered as the main contact for letters and/or bills for the following? - Gender

For the services below, who is the person who mainly manages contact and administration with that company?

Base: All Respondents Total (420)

When asked why they were the main person dealing with the TVL Officer, Females in the ROI sample were more likely to state that they were the person that usually pays the bills or deal with such matters than Males.

ROI RESEARCH (RECALLED BEHAVIOUR): Why would they be the person to deal with TVL Officer if someone else was there?



Significantly difference vs. males (95% confidence interval)

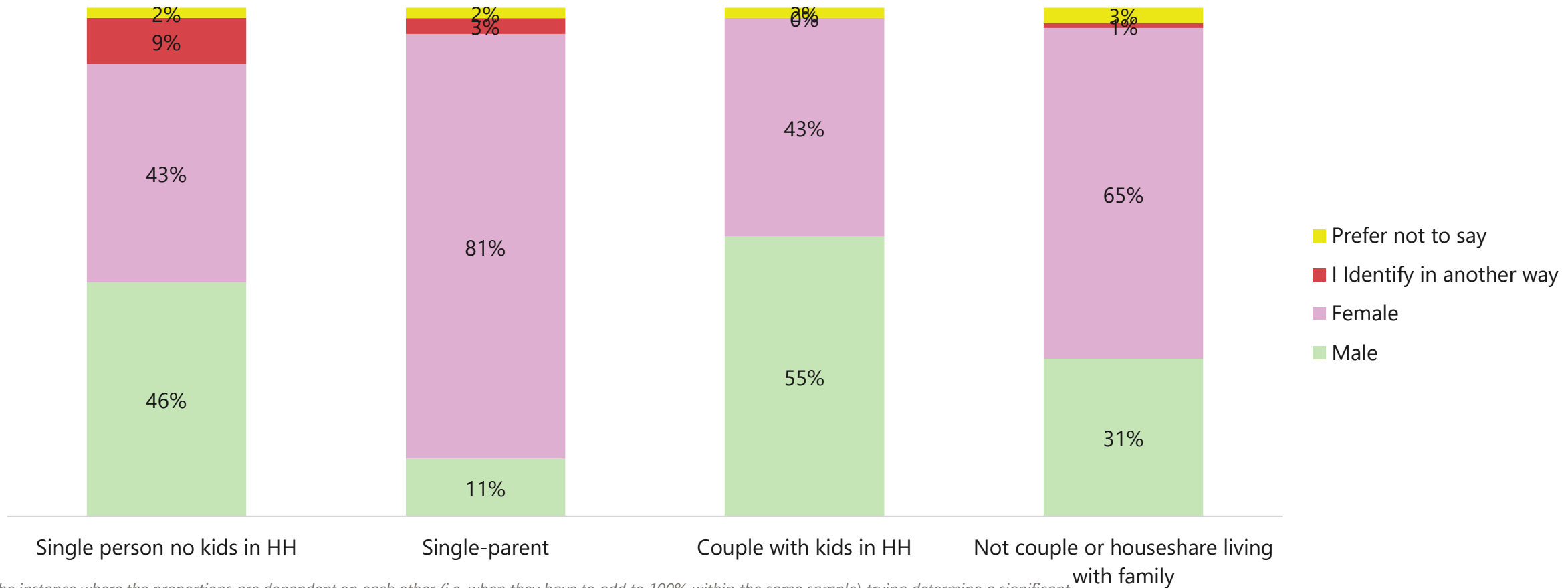
ROI Gender Disparity Research 2022
 And why are you the person who would deal with the TV Licensing Officer?
 Base: No one else in the house but they were the person who would deal with it if someone else was there, Total Male (n=115), Total Female (n=135)



FINANCIAL/SOCIO ECONOMIC SITUATION

Within the ROI sample, Females are more likely to be in single-parent households than Males.

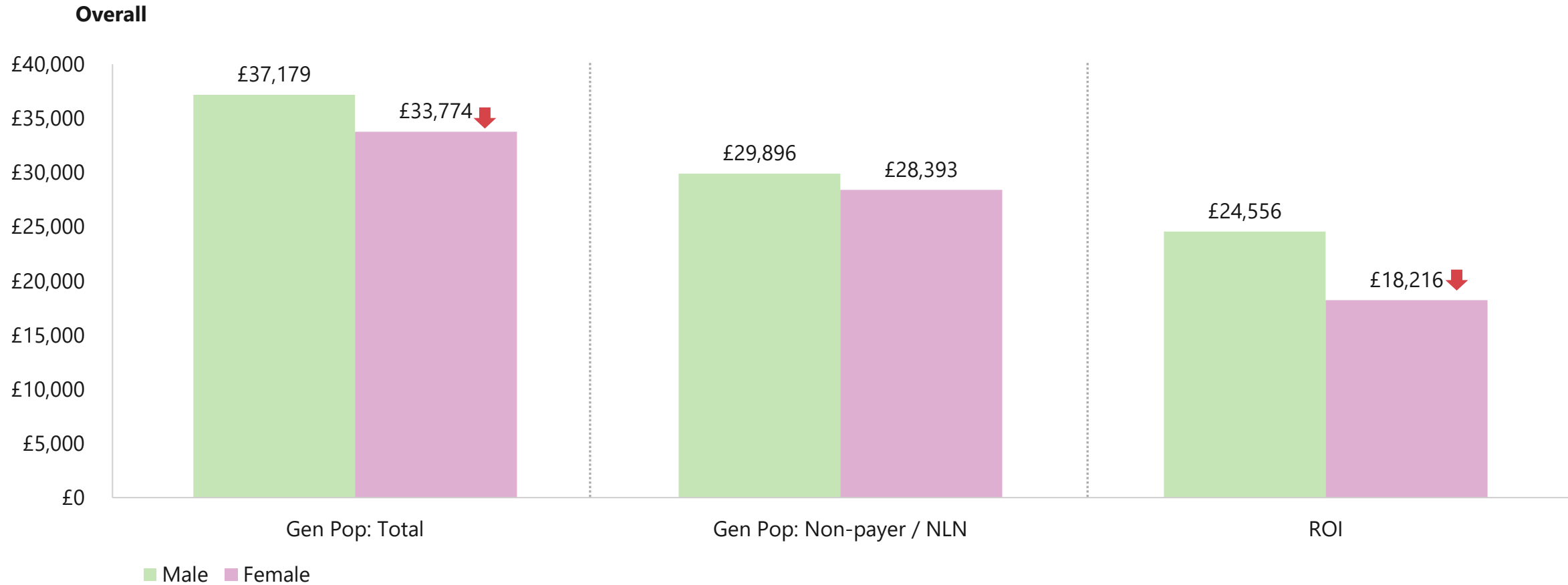
ROI RESEARCH (RECORDED SITUATION): Gender profile of different household types that provided a statement



In the instance where the proportions are dependent on each other (i.e. when they have to add to 100% within the same sample) trying determine a significant difference becomes too dependent on 'expected distributions' which we would have to estimate and therefore become hypothetical.

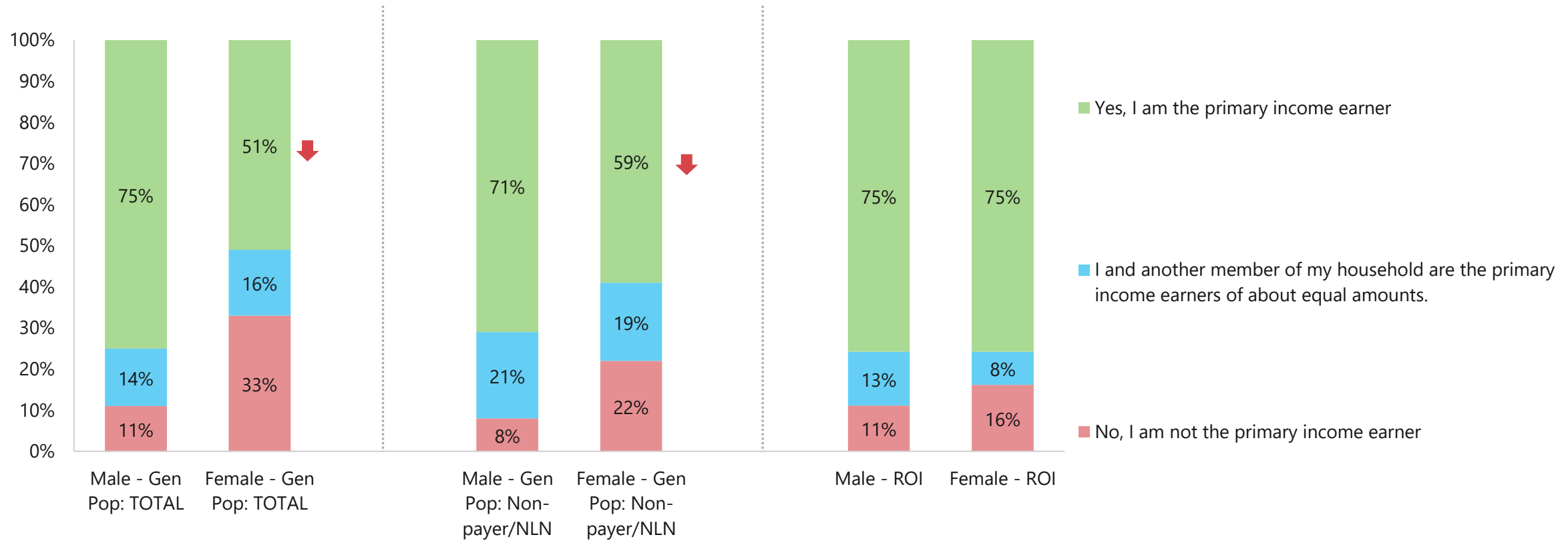
Females report earning less than Males across all cohorts.

GENERAL POPULATION AND ROI RESEARCH (RECORDED SITUATION): Income



Females are less likely than Males to be the primary income earner in the household, apart from at the ROI stage, where the gap between Males and Females is negated.

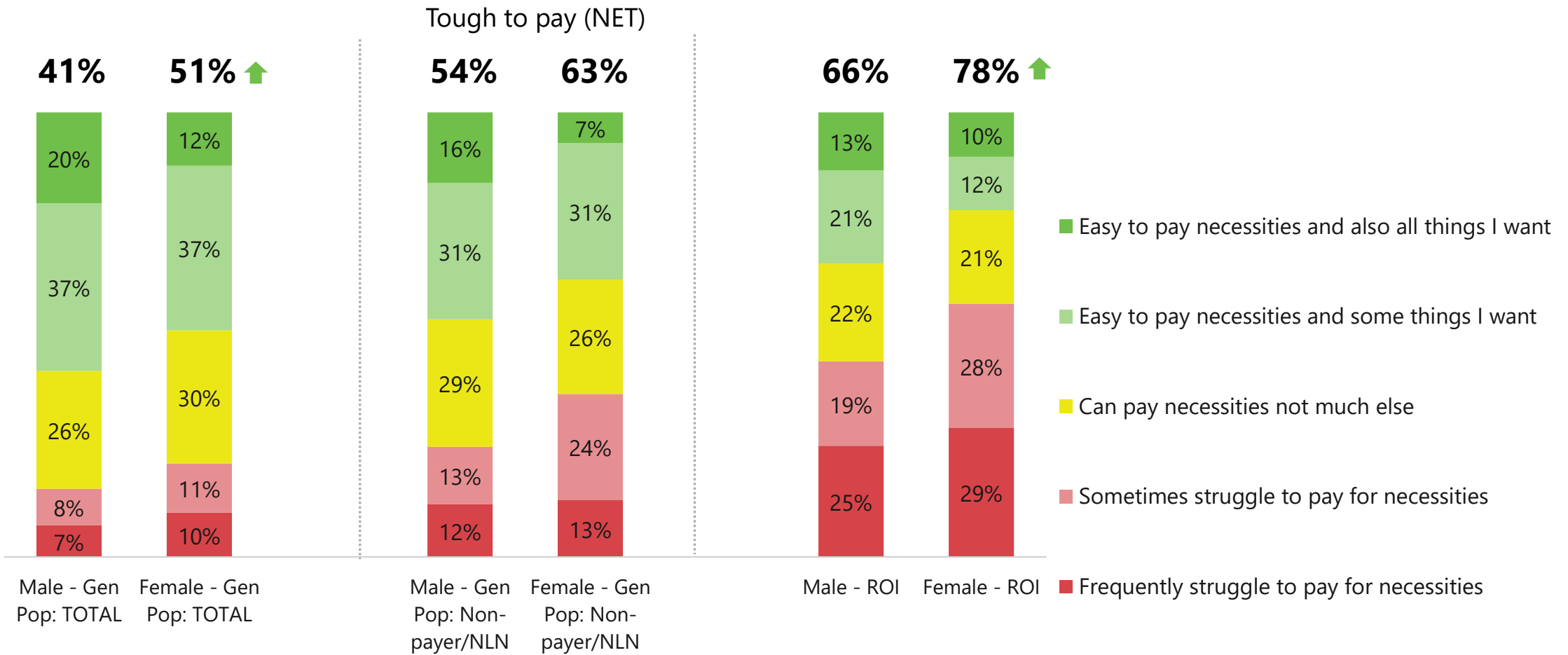
GENERAL POPULATION AND ROI RESEARCH (RECORDED SITUATION): Primary income earner in the Household



↓ ↑ Significantly difference vs. males on 'Yes' (95% confidence interval)

Females are more likely to claim that they struggle to pay the bills than Males.

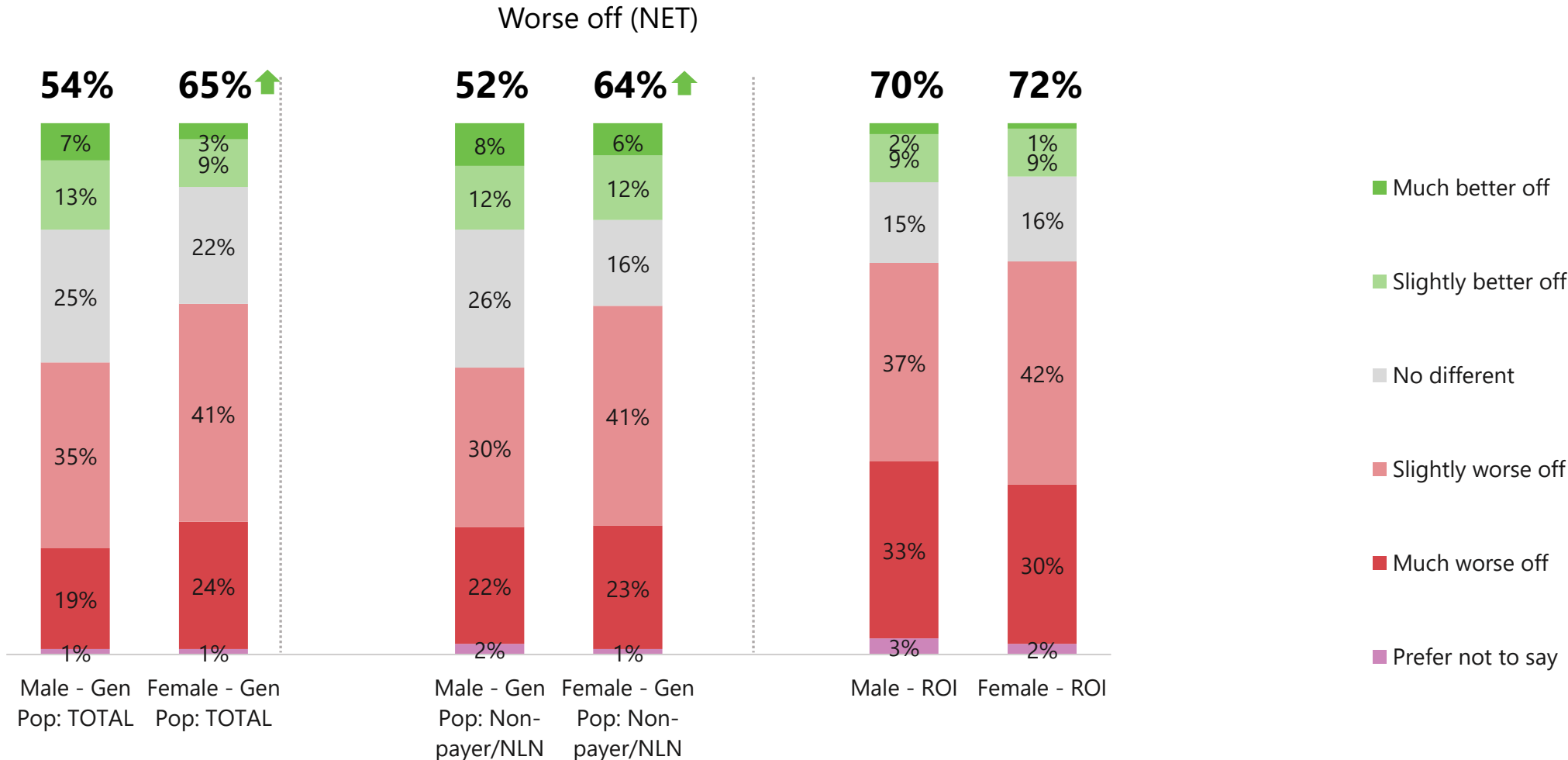
GENERAL POPULATION AND ROI RESEARCH (RECORDED SITUATION): Affordability



↓ ↑ Significantly difference vs. males (NET) (95% confidence interval)

Females from the Gen. Pop. study are more likely than Males to say they are worse off than 12 months ago, the gap is negated at the ROI state though.

GENERAL POPULATION AND ROI RESEARCH (RECORDED SITUATION): Better or worse off vs. 12 months ago



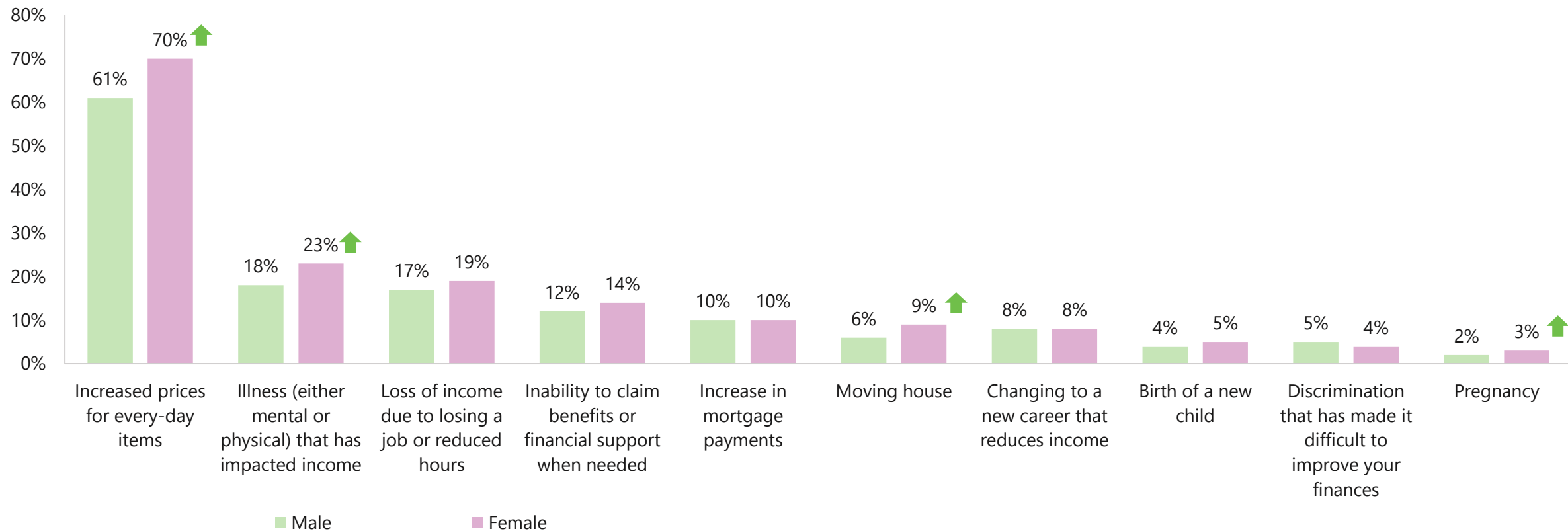
↓ ↑ Significantly difference vs. males (NET) (95% confidence interval)

Gen. Pop. and ROI Gender Disparity Research 2022
 And to what extent do you think you are better or worse off financially versus 12 months ago? Do you think you are financially...?
 Base: All Males (n=4,903), All Females (n=5,034), Non-payer/NLN Male (n=239), Non-payer/NLN Female (n=183), ROI Male (n=183), ROI Female (n=207)

Females are more likely to mention inflation and illness as reasons why they are not able to afford bills when compared to Males.

GENERAL POPULATION RESEARCH (RECORDED SITUATION): Reasons for lack of affordability

DETAILED RESULTS



Gen. Pop. Gender Disparity Research 2022

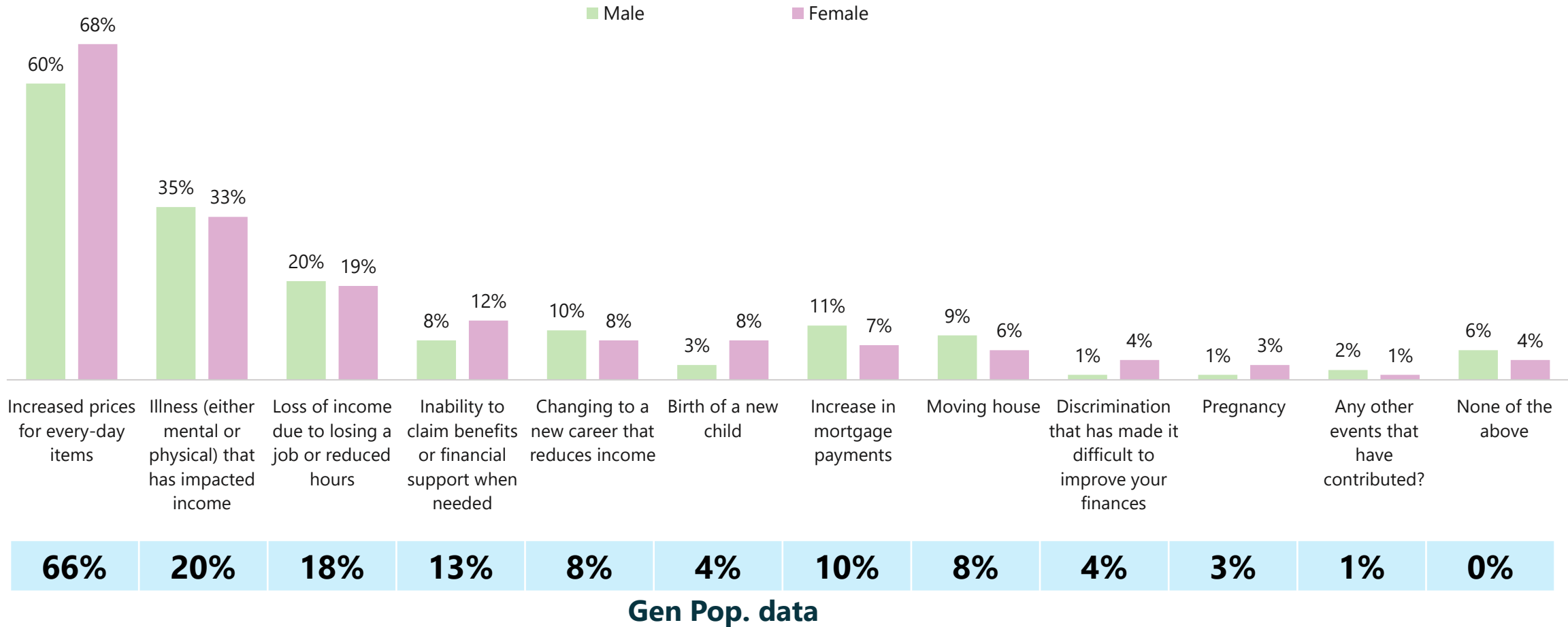
You mentioned that you Can pay/ Sometimes/ Frequently struggle to pay for necessities, which of the below events, if any,

Base: All finding it tough financially, Total Male (n=2,011), Total Female (n=2,539)

↓ ↑ Significantly difference vs. males (95% confidence interval)

At the ROI stage Females are more likely than Males to state that inflation, inability to claim benefits, discrimination and pregnancy are reasons for lack of affordability, while Males are more likely to mention increased mortgage costs and moving house.

ROI RESEARCH (RECORDED SITUATION): Reasons for lack of affordability



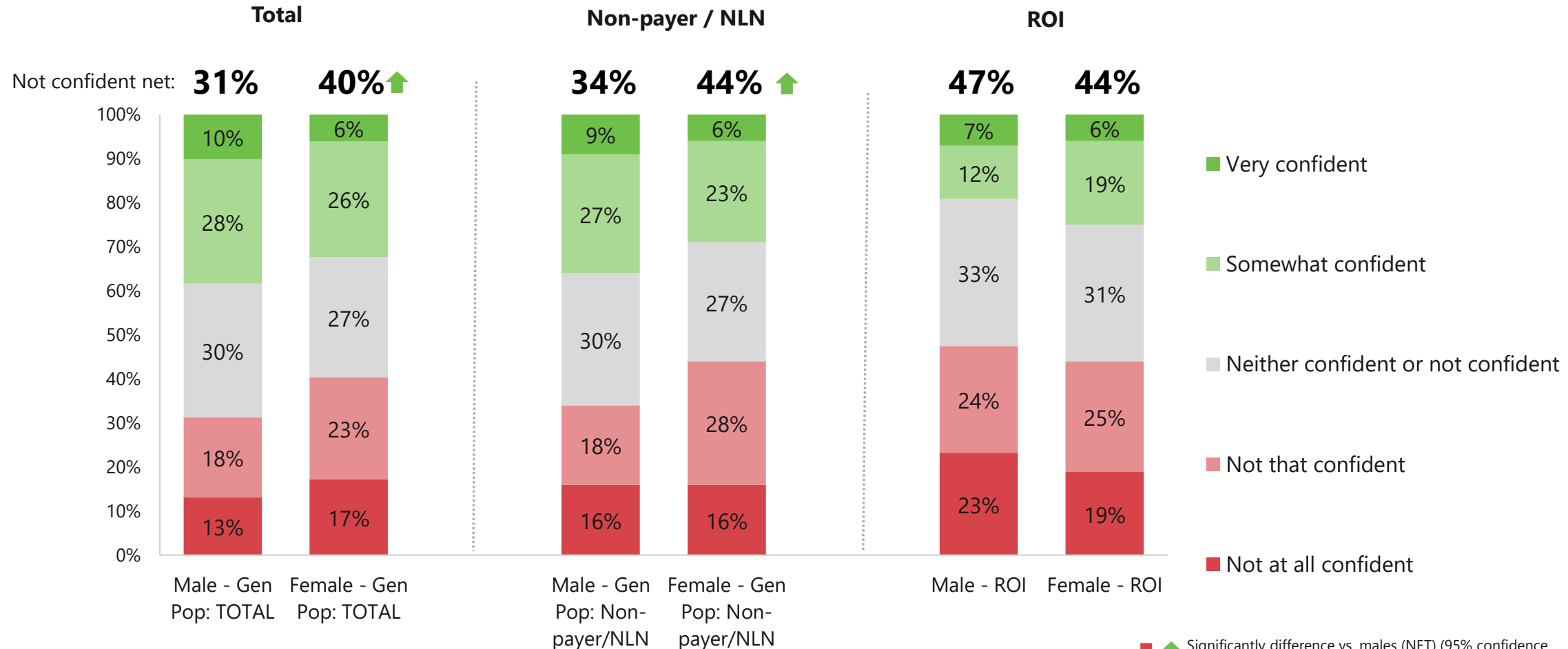
While Females are less likely to identify as Ethnic Minorities and involved in religion than Males, they are more likely to have a Physical or Mental condition.

GENERAL POPULATION RESEARCH (RECORDED SITUATION): Identification

	Male	Female
Ethnic Minority	14%	11% ↓
Involved in religion	23%	18% ↓
LGBTQ	10%	9%
Long term condition	24%	29% ↑
Caring for others	13%	14%

Amongst the Gen. Pop. sample, Females are less confident in knowing where they can get support to pay bills, particularly Non-payers / NLNs.

GENERAL POPULATION RESEARCH (HYPOTHETICAL BEHAVIOUR): Confidence that you know where to get support for bills



Gen. Pop. And ROI Gender Disparity Research 2022

How confident would you be in knowing where to get support for paying bills if you were struggling financially?

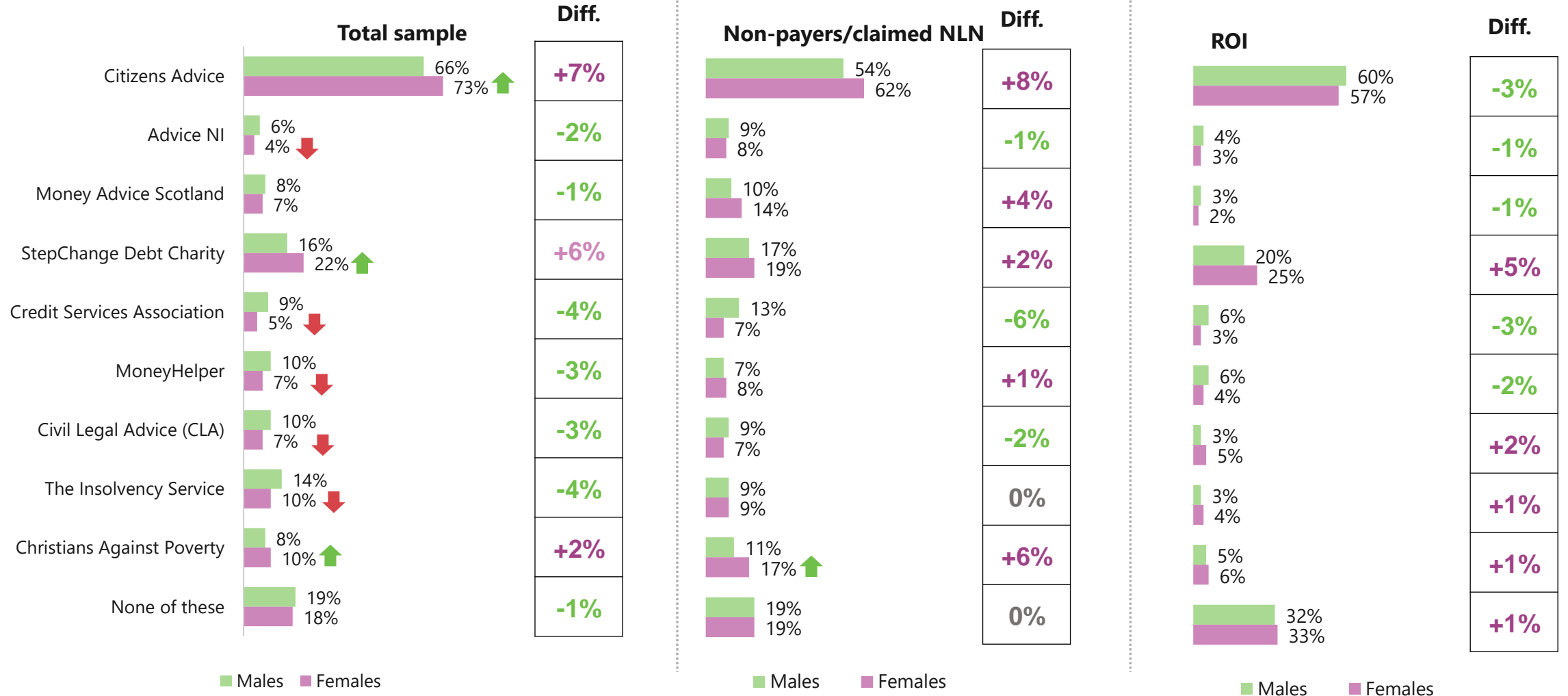
Base: All Males (n=4,903), All Females (n=5,034), Non-payer/NLN Male (n=239), Non-payer/NLN Female (n=183), ROI Male (n=183), ROI Female (n=207)

↓ ↑ Significantly difference vs. males (NET) (95% confidence interval)

Actual awareness of support services differs by gender, depending on the service.

GENERAL POPULATION RESEARCH (RECORDED SITUATION): Awareness of support services

DETAILED RESULTS



Gen. Pop. And ROI Gender Disparity Research 2022
 Which of the following financial support services are you aware of, to help with debt?
 Base: All Males (n=4,903), All Females (n=5034), Non-payer/NLN Male (n=239), Non-payer/NLN Female (n=183), ROI Male (n=183), ROI Female (n=207)

↓ ↑ Significantly difference vs. males (95% confidence interval)