

Connexions Direct: User Satisfaction Survey

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Research Report

No 785

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ISBN 1 84478 785 0

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1 INTRODUCTION

'Connexions Direct' (CXD) has been developed since 2001 to complement local delivery of information, advice and support to 13-19 year olds on a number of issues such as careers, family issues, general and sexual health, despair calls, finance, housing and drugs. National rollout of the service was completed in early 2004. CXD is an additional resource for young people in England and it offers a confidential advice and support service seven days a week from 8am to 2am. Information and advice is accessed via the following routes:

- Telephone
- Adviser On-line (initially known as 'Web chat' until mid/ late 2004)
- Email
- SMS text

CXD has been evaluated in a number of sample areas since the pilot began. In 2004 the Department for Education and Skills (DfES) commissioned TNS Social to carry out a pilot study to develop, test and appraise means of obtaining a representative sample of user views of what can be an anonymous service. The study has since been repeated annually to track users' views over time.

The specific objectives of this study were to test out the quality of the service delivered and to compare these results to those of previous waves of the study. The survey was designed to measure young people's (and other users') satisfaction with the service received immediately after they had used it.

The research required some interviews with respondents aged 13-15, for whom parental consent would usually be required. DfES obtained special permission from the Market Research Society Professional Standards Committee (MRS) to carry out research with young people without the need for parental consent, given the confidential nature of the service. The MRS stipulated that only 'live' research should be carried out, so as not to risk breaching the young person's confidentiality. This ruled out any research that required respondents to be re-contacted following their contact with the CXD service.

2 METHODOLOGY

2.1 Background

The CXD service is offered on four platforms – telephone, Adviser On-line, email and SMS text (at the time of the research). Information from the CXD management information systems indicated that telephone contacts account for approximately 23% of all contacts with the service; Adviser On-line accounts for 54% of all contacts, with email and SMS text messaging making up 13% of all contacts. This shows quite a swing in favour of Adviser On-line since February 2005, when it accounted for only 40% of calls, and voice calls were the majority with 42%. Owing to the restrictions on confidentiality and the requirements of the MRS waiver to conduct ‘live research’, users of email and SMS text messaging were ruled out from the survey of users. As in previous waves therefore the survey concentrated exclusively on evaluating the views of telephone and Adviser On-line users.

2.2 Weighting applied

In previous years, because both the actual call & Adviser On-line volumes were similar and numbers of interviews achieved over the phone and on the web were the same, the data at the total level was not weighted. However this year, the shift in profile of contact types and the difference in interview numbers achieved have meant that the data at the total level has been weighted to the profile of contact types in February 2005 for absolute comparability with previous years. Therefore, the bases shown are weighted to 809 phone interviews and 875 web surveys, to reflect the 48%/ 52% weighting which was applied.

2.3 The questionnaire

The questionnaire was based on the one used in previous waves with only minor additions to ensure ability for comparison across waves. The questionnaire covered:

- The type of enquiry
- How the respondent heard about Connexions Direct

- Overall satisfaction with Connexions Direct, likelihood to use again and to recommend to others
- Suggestions for improvements to the Connexions Direct service
- Classification details – age, sex, where respondent calling/accessing from, city/county, main activity, ethnic group, whether has longstanding illness or disability
- Frequency of use of Connexions Direct / Attitudes to the Connexions Direct service and the friendliness of the adviser
- Ease of use of Adviser On-line (if applicable)

New questions covered:

- For adult callers, to determine whether they were calling on behalf of a young person or for themselves, their relationship to that young person if applicable and their main activity
- Comparison between the service they received that day, and their usual experience of Connexions Direct if they have used the service before

The questionnaire is included in Appendix A.

2.4 Telephone survey

To ensure the anonymity of respondents, calls were transferred directly to a trained interviewer present at the Connexions Direct contact centre. A small team of experienced interviewers were selected for this survey. Interviews were carried out using CATI (computer-assisted telephone interviewing).

Interviewing was conducted in the Newcastle contact centre and was spread over operating times. There were 56 six-hour interviewer shifts in total over the four week period, generally two or three per weekday and one per day at weekends, reflecting the distribution of call handling. The interviewing shift schedule was designed both to maximise the total number of interviews, by covering the busiest periods more intensively, while also covering calls received at all times Connexions Direct is available.

The fieldwork for the telephone survey took place during a 4 week period from the 17th February to 16th March 2006 and 916 telephone interviews were achieved.

TNS researchers visited the contact centre at the start of fieldwork, to brief interviewers and all Connexions Direct advisers. A subsequent visit was made during the interviewing period to observe fieldwork and answer queries from advisers and interviewers.

Crisis and despair callers were excluded from the survey, as it was agreed that it was inappropriate to offer the survey at such a time. Callers aged less than 13 years of age were also excluded for two reasons, first that this is not the target age group for the service, and second because of the MRS restrictions on interviewing. Apart from these categories, all callers during interviewer shifts including adult callers were eligible to be invited to take part in the survey.

If the interviewer was already busy with an interview, callers were not invited to take part in the survey, as there was no facility for re-contacting callers to carry out an interview at a later date.

The initial introduction to the survey was made by the adviser at the end of the call, at which stage the respondent's agreement to be transferred to the interviewer was sought. A short script was provided to all advisers to ensure uniformity of approach. The advisers were briefed not to give any details about the research (i.e. length of interview, example questions) but to offer a reassurance of confidentiality if asked.

The TNS interviewer then made a fuller introduction to the survey, including an estimate of the interview length, reassurances of confidentiality, and compliance with data protection requirements.

Advisers were asked to fill in a line of the Call Record form for every call taken during the times an interviewer was present in order to provide information on call profile and outcome. An example of the Call Record form is attached in Appendix C.

The Call Record form captured the following information:

- Date and time of call
- Type of caller and enquiry type

- Interview outcome – Passed to interviewer; Respondent refused interview; Crisis or despair call; Interviewer unavailable or Not passed on – other reason
- If advisers did not pass a caller on to the interviewer, they were asked to write in the reasons why not.

2.5 Web Survey

An online survey was carried out using CAWI (Computer Assisted Web interviewing) drawing on TNS Interactive's E-Sampler technology.

Every visitor to the Adviser On-line area of the Connexions Direct website during the period of fieldwork was offered an invitation to take part in the survey. The invitation was programmed (via a code provided by TNS and inserted into the Connexions Direct website) to appear on exit from the Adviser On-line area. To maintain consistency with previous years, it was decided not to sub-sample visitors, but to include all in the survey.

Once a questionnaire was completed, a cookie was stored on the respondent's PC for a short time to prevent more than one completion of the survey by the same person. If they declined to take part a cookie was also used to ensure that they did not receive an invitation again.

The web survey was 'live' for four weeks, from 17th February to 16th March 2006 during which time 768 interviews were completed.

3 ANALYSIS OF RESPONSE

3.1 Telephone survey

3.1.1 Calls taken and interviews completed

Information on response rates to the telephone survey can be drawn from three sources, the Adviser Call Record forms, the interviews achieved and the management information provided by Connexions Direct.

All advisers were briefed to complete the Adviser Call Record forms for each call taken while there was an interviewer present in the centre. The completed Call Record forms were monitored on a daily basis by Connexions Direct management to ensure that advisers were offering the survey as widely as possible and were then forwarded to TNS for collation and analysis.

In summary, the Call Record forms indicated that 45% of all callers telephoning while an interviewer was on shift were offered the telephone interview. The telephone survey response outcomes as captured in the adviser Call Record sheets are shown below:

Table 1

RESPONSE OBTAINED – CALL RECORD SHEETS

	2005		2006	
	N	%	N	%
Calls received during all interviewer shifts (from Adviser Call Record form)	2556	100	3743	100
Outcome of attempt to pass to interviewer:				
Caller not offered telephone interview	1219	48%	2050	55%
<i>Interviewer busy</i>	748	29%	1200	32%
<i>Crisis or despair call</i>	79	3%	119	3%
<i>Not offered other reason (usually 'hung up')</i>	392	15%	731	20%
Caller offered interview	1337	52%	1693	45%
<i>Refused to participate</i>	594	23%	739	20%
<i>Passed to telephone Interviewer</i>	743	29%	954	25%

While the response rate from all calls received was 25%, it is more appropriate to calculate the response rate from those where an interview could have been achieved. Therefore if crisis / despair calls and those where the interviewer was busy are removed from the total, there were 2424 calls. From this total, the 954 responses achieved represent a response rate of 39%. This was higher among young people (47%) than among adult callers (35%).

Another way to view this information is to look at the participation rate among those offered the survey. Across all callers, out of 1693 who were offered an interview, 56% agreed and 44% refused to take part, the same as the 2005 wave. Young people were more likely to agree to take part (61% of those offered) than adult callers (53%), which reflect patterns from previous waves.

The next tables give the full breakdown of response according to the Call Record sheets by caller type and reason for call.

Table 2
RESPONSE OBTAINED – CALL RECORD SHEETS BY CALLER TYPE

	TOTAL		YOUNG PEOPLE		ADULTS	
	N	%	N	%	N	%
Calls received during all interviewer shifts (Adviser Call Record form)	3743	100	1373	100	2190	100
Outcome of attempt to pass to interviewer:						
Caller not offered telephone interview	2050	55%	675	49%	1260	58%
<i>Interviewer busy</i>	1200	32%	401	29%	748	34%
<i>Crisis or despair call</i>	119	3%	66	5%	44	2%
<i>Not offered other reason</i>	731	20%	208	15%	468	21%
Caller offered interview	1693	45%	698	51%	930	42%
<i>Refused to participate</i>	739	20%	270	20%	440	20%
<i>Passed to telephone Interviewer</i>	954	25%	428	31%	490	22%

Table 3

RESPONSE OBTAINED – CALL RECORD SHEETS BY CALLER TYPE

	TOTAL CALLS	Interview not offered			Interview offered		Response rate (not stated if base small)
		<i>Interviewer busy</i>	<i>Crisis / despair call</i>	<i>Not offered other</i>	<i>Refused</i>	<i>Passed to Interviewer</i>	
Careers	740	242	4	82	156	256	35%
Learning	686	230	5	83	136	232	34%
Money	262	83	4	44	46	85	32%
Housing	77	21	22	8	8	18	23%
Personal relationships	55	13	23	11	2	6	11%
Problems school/ work	52	19	7	7	3	16	31%
Mental health	11	4	3	3	0	1	
Sexual health	19	6	6	3	1	3	
General health	17	5	1	4	4	3	
Law & Offending	22	5	1	7	2	7	
Bullying/ abuse	12	1	5	3	0	3	
Drugs/ alcohol	7	4	0	2	0	1	
Contraception/ pregnancy	10	3	2	3	2	0	
Other	1038	337	10	272	238	181	17%

The total number of interviews claimed in the Call Record sheets over the month matches the total number of interviews actually conducted quite closely (954 claimed and 916 conducted). This leads us to believe again that the call record sheets were on the whole accurately completed over the fieldwork period.

Management information was provided by Connexions Direct, including a breakdown of call volumes received by hour each day. This information indicates that the volume of calls received during the interviewer shifts was higher than that recorded in the call record forms, however, it does include non-interactive calls (these include silent calls, calls where the caller hang up or otherwise made it impossible for an adviser to begin a conversation or assist the caller. Such calls were excluded from the Call Record Sheets) as were calls received when interviews could not be completed, for example, if the interviewer was taking a break.

3.2 Web survey

The response rate seems to have been very consistent with the overall response rate achieved in the 2003-2005 waves, which was 14-15%. Unfortunately a programming error means that the exact number of invites served was not recorded, however the number of complete interviews and contacts received during the interviewing period lead us to believe that the response rate this wave was similar.

In each wave a proportion of respondents failed to complete the survey, having gone into it and completed at least one question. 41% of potential respondents fell into this category, which represents a 'drop out' rate of more than a third, once respondents had started the survey. Again this is similar to previous rates.

Table 4

PROFILE OF WEB INTERVIEWS COMMENCED (1)

Total no of respondents:	1260	100%
Incomplete	519	41%
Complete	728	58%
Error	8	<1%
Screened out	5	<1%

3.3 Length of interview

The length of time taken to complete the questionnaire was just less than five minutes on average for both the telephone interview and self completion via the web survey.

4 SURVEY FINDINGS

4.1 Telephone and Web surveys

4.1.1 Demographic profile

Management information from the contact centres showing the demographic profile and enquiry type profile of Adviser On-line users, separately from all other users, was provided daily over the field work period. The first column in Table 5 shows the profile of Connexions Direct users obtained from the management information during the period of fieldwork. This profile includes users who contacted via SMS text, Email and telephone, as well as Adviser On-line users, and only includes users for whom some classification information was provided. Therefore, it is not completely comparable and should be viewed only as a guide.

Table 5

DEMOGRAPHIC PROFILE (1)				
	CXD Users	Total Survey (weighted)	Telephone Survey	Web Survey
Weighted base shown		(1684)	(809)	(875)
	%	%	%	%
Male	28	24	28	21
Female	72	75	72	77
13-15	38	29	8	48
16-19	47	44	39	48
20+	15	28	53	4
White	83	82	82	82
Non-white	16	12	13	11
Other	1	5	4	5

NB: Management Information includes text/email/telephone calls handled at Newcastle during period of web survey fieldwork and excludes those for whom demographic details not known

There was a high proportion of adults, especially in the telephone survey (53% of the total) which is consistent with both the proportion of calls received during the fieldwork period and previous waves. While this is not the target audience for the

Connexions Direct service, the majority of adults were calling on behalf of a child (see Table 6), so the advice being given is reaching the target audience for Connexions Direct in these cases, albeit indirectly. However, there appears to be a high proportion of people in their twenties who are using the service for advice on their own situation. Three quarters of adults calling on behalf of a child, were parents, but one in ten were professionals.

Table 6

ADULT CALLER PROFILE				
	TOTAL	20-29	30-44	45+
Weighted base	(466)	(88)	(193)	(185)
	%	%	%	%
<i>For myself</i>	21	69	11	8
<i>On behalf of a young person</i>	79	31	89	92

Base: All respondents aged 20+

The profile of web survey respondents was broadly similar to the profile of Connexions Direct users, although web survey respondents were more likely to be female (77%) and aged 13-15 (48%). It should be noted that management information on both these measures was not available for up to a third of Connexions Direct users. This is due to the fact that many callers refuse to answer management information questions at the time of their enquiry.

For most classification questions in the survey a very low refusal rate was noted; 4% did not declare where they were calling from, 3% of respondents elected not to state whether they had any disabilities when asked and only 1% refused to give their gender, occupation or ethnicity. Response rates over the telephone were typically higher, with disability, gender, region calling from and age response rates of over 99%. However the web responses were also unlikely to refuse to answer these questions which is encouraging, especially when it is borne in mind that these respondents were presented with a 'prefer not to say' option.

Table 7 shows the main activity of survey respondents. Half were in full-time education (50%). However when this is split by Web and phone survey, there are clear differences. Three-quarters of the web survey respondents were in full time education, reflecting the age profile of Connexions Direct Adviser On-line users. Conversely, 31% of telephone respondents were in full-time employment, which corresponds to the majority of older respondents calling Connexions on behalf of a young person. When the Adviser On-line users are compared with the telephone respondents aged 13-19, and the young people described by an adult calling on their behalf, you can see that the results are broadly consistent with age bands. However, the young people described by an adult calling on their behalf have a much higher incidence of unemployment, compared to their peer group that called Connexions personally. Again, a low refusal rate was observed; 1% of respondents preferred not to say what their main activity was at the moment.

Table 7

	DEMOGRAPHIC PROFILE (2)				
	MAIN ACTIVITY				
	Total	Telephone Survey	Telephone Survey (19 & under)	Web Survey	Young person calling on behalf of
Weighted base	(1684)	(809)	(377)	(875)	(374)
	%	%	%	%	%
FT Education	50	23	47	76	61
PT Education	2	2	2	3	1
Apprenticeship/Training	1	-	1	2	2
FT job	17	31	9	4	6
PT job	8	15	7	1	1
Looking for work/ unemployed	11	17	30	6	18
Other	10	12	5	6	9
Refused/ DK	1	-	0	2	2

Base: All respondents

At the end of the questionnaire respondents were asked whether they had any long-standing illness, infirmity or disability. 11% of respondents answered 'yes' at this question, and 3% stated that they would prefer not to say, as shown in Table 8.

Table 8

RESPONDENTS WITH LONG-STANDING ILLNESS, INFIRMITY OR DISABILITY

	Total	Telephone Survey	Web Survey
Weighted base	(1684)	(809)	(875)
	%	%	%
Yes	11	7	14
No	86	92	80
Refused	3	1	5

Base: All respondents

It is important to remember that the adults calling about a young person were encouraged to answer these demographic questions such as disability about themselves rather than the young person for whom they were seeking advice.

Respondents answering 'yes' were asked to describe their illness or disability. The most common answer was mental health problems such as depression and self-harm, given by 24% of those with any long standing illness, infirmity or disability. Asthma was mentioned by 13% of those with a disability.

There were a broad range of answers given at this question, many of which were reiterations of a reason for contacting Connexions Direct., such as *"I have depression and have had to go and see psychiatrist and people like that to try and get help, but nothing works"*, *"Bullied a couple of times"* and *"I have learning disabilities, this effects me because I daren't ask for help/ I have no confidence either"*

4.1.2 Reasons For Using Connexions Direct

Table 9 shows the enquiry type as recorded by the respondent at the beginning of the questionnaire. Respondents were prompted with an extension of the list below and could select multiple enquiry types.

Table 9

	ENQUIRY TYPE								
	Total 2006	Total 2005 (unweight ed)	Male	Female	13-15	16-19	20+	Phone Survey	Web Survey
Weighted base	(1684)	(1594)	(408)	(1263)	(482)	(736)	(466)	(809)	(875)
	%	%	%	%	%	%	%	%	%
Careers	46	53	49	45	51	48	36	42	49
Education	28	28	23	30	38	26	23	20	36
EMA/ Apprenticeship	9	1	14	7	3	11	11	12	6
Personal or family relationships	9	10	4	10	12	11	2	1	16
Problem at school, college / work	8	9	6	8	13	7	2	1	13
Money advice	6	5	9	5	3	7	8	7	5
Bullying/abuse	5	3	5	5	10	3	2	1	8
Sexual health	5	4	3	5	7	5	1	-	9
Service enquiry	5	4	5	6	3	5	9	8	3
Mental Health	4	5	2	5	6	5	2	1	8
Refused	2	2	2	1	3	1	-	-	3
Other	23	32	21	24	25	21	26	19	31

Base: All respondents

Personal or family relationships were the next most common reason for contacting Connexions Direct after enquiries relating to careers or learning. The figures have not changed significantly since February 2005.

Enquiries of a personal nature such as personal or family relationships, problems at school, college or work, sexual or mental health and bullying were observed most frequently through the web survey, and rarely over the telephone.

Females were significantly more likely than males to state that their enquiry was about personal or family relationships or mental health; whereas males more frequently contacted Connexions Direct for careers, education or money advice, especially about apprenticeships.

The younger age group (13-15 years) were significantly more likely to say their enquiry type was personal or family relationships, or problems at school, college or work, including bullying, than their older counterparts (16-19 years). The adult results were broadly consistent with those of the target age group for contact about careers. However, adult mentions of education and personal problems at home or school, were lower than those of the target age group.

4.1.3 How They Heard About Connexions Direct

All respondents were asked how they had heard about Connexions Direct and were provided with a list of possible places.

Table 10

HOW HEARD ABOUT CONNEXIONS DIRECT						
	Total (1684)	Phone Survey (809)	Web Survey (875)	13-15 (482)	16-19 (736)	20+ (466)
	%	%	%	%	%	%
Teacher/school staff	35	33	37	44	38	21
Connexions PA within school	19	7	31	29	22	4
Friends	14	7	21	20	15	8
Advice from a website	13	7	19	13	16	8
Connexions Centre	10	4	16	14	12	4
Flyer/Leaflet/Poster	10	5	15	15	10	6
Saw an advert on web	10	8	11	10	10	8
Connexions Card	9	4	14	10	13	2
Parent/family	8	9	8	8	6	14
Magazine	5	-	9	9	4	-
Through school/college	5	5	4	5	5	3
TV	4	-	7	7	4	-
Other helpline/service	3	2	4	4	3	3
Radio	3	0	5	4	4	0

Base: All respondents

Overall, half of respondents had been told about Connexions Direct in school by their teacher or by a Connexions Personal Adviser, rising to two-thirds in the target age group of 13-19 year olds.

Around a quarter had heard about Connexions Direct from friends or family. As might be expected, the respondents who answered the web survey, were twice as likely to have heard about Connexions Direct from a website (30%) than those who were interviewed by telephone (15%). Those answering the web-survey saw all the contact options on the screen at the same time, and as such, were more likely to choose several options, than the telephone respondents who had the options read out to them.

Adults in the survey, particularly the over 45's, had the highest figures for hearing about Connexions Direct from a family member. This is likely to be parents telephoning after being given the number by their children or who knew about the service.

4.1.4 Where Was Contact with Connexions Direct Made From

When asked where they were accessing the survey from, three-quarters of respondents claimed to be accessing it from home, as shown in Table 11. 16% of web respondents were accessing it from computer facilities at school, college or university. Of those answering the telephone survey, 16% were accessing it from work, again tying in with the older age range of those using the telephone service.

Table 11

PLACE ACCESSING FROM

	Total (1684)	Telephone Survey (809)	Web Survey (875)
	%	%	%
Home	75	78	73
Work	8	16	1
School/College/University	9	1	16
Friend/Relative's Home	2	1	2
Library/Public Place	2	1	3
Internet Café	1	0	1
Other	2	2	1

Base: All respondents

Table 12 shows the geographical location from where the respondents were calling. Nearly half of telephone respondents (42%), and just under a third of web respondents (30%) were from the South East of England. Outside of the South East, respondents were spread out amongst the other regions.

Table 12

	AREA ACCESSING FROM		
	Total (1684)	Telephone Survey (809)	Web Survey (875)
	%	%	%
SE England	36	42	30
SW England	11	12	10
NE	13	12	13
NW	9	8	9
West Midlands	10	9	10
East Midlands	12	12	12
Others	6	3	10
Unknown	4	1	8

Base: All respondents

4.1.5 Frequency of use

Table 13

	PREVIOUS USE OF CXD		
	Total (1684)	Telephone Survey (809)	Web Survey (875)
	%	%	%
Not used before	60	81	40
Used Adviser On-line	29	5	52
Used telephone advice	10	14	7
Used e-mail	6	1	11
Used SMS	2	-	4
Refused	1	0	1
Don't know	1	1	1

Base: All respondents

Respondents were asked how many times they had used Connexions Direct (via any contact method) in the last 12 months.

As shown in Table 13, 60% of all respondents had not used Connexions Direct (via any contact method) previously. This included 81% of telephone respondents who were using the service for the first time. However, this has been skewed by the high proportion of adults, 88% of whom have never used the service before.

Overall, a quarter of respondents had used Adviser On-line before, although this was composed mainly of web users, half of whom had used Adviser On-line before. A further 11% of those surveyed in the web survey, had used the e-mail service before. It would seem that web users are returning in higher proportions to the Adviser On-line service than telephone users are to the telephone advice service. However, this could be an indicator of increasing numbers of new users, who make first contact through the telephone.

Table 14

FREQUENCY OF PREVIOUS USE OF CXD IN THE LAST YEAR

	Used AOL before (493)	Used phone before (177)	Used email before (105)	Used SMS before (33)*
	%	%	%	%
None	9	15	10	3
1-2 times	43	46	65	54
3-5 times	27	23	13	30
6-10 times	11	10	8	10
More than 10 times	9	5	3	3
Refused	1	0	0	0

Base: All respondents

* Note small base

Table 14 shows the frequency of previous use amongst users who have contacted Connexions Direct before. Almost half of users have contacted Connexions Direct just once or twice before, and this rises to two thirds amongst those whose previous contact was by email.

4.1.6 Overall satisfaction

All respondents were asked to rate their overall satisfaction with the Connexions Direct service they had received that day. They were asked to select from 'very satisfied', 'fairly satisfied', 'not very satisfied' and 'not at all satisfied'.

Table 15

OVERALL SATISFACTION							
	2006 Total (1684)	2005 Total	Tele- phone Survey (809)	Web Survey (875)	13-15 (482)	16-19 (736)	20+ (466)
	%	%	%	%	%	%	%
Very satisfied	63	61	80	48	52	61	78
Fairly satisfied	26	28	17	35	33	28	17
Not very satisfied	7	6	1	11	9	7	3
Not at all satisfied	3	4	-	5	5	3	1
Refused	1	1	0	2	1	1	1
Don't know	-	1	1	0	0	-	1
Base: All respondents							

Rating of overall satisfaction with Connexions Direct was positive; 89% of respondents were either very or fairly satisfied with the service, consistent with the 2005 results, although this did vary significantly between the two completion methods - with 80% of telephone respondents very satisfied, compared with 48% of web respondents. A significant minority (10%) claimed to be not very, or not at all satisfied, the majority of these were web completions.

Satisfaction increased as the respondents got older, from 52% who were "very satisfied" in the 13-15 age group to 78% in the 20+ age category. These 'older' respondents were predominantly completing the questionnaire over the telephone, whereas in the younger age categories there were a higher proportion of web respondents.

This difference may also be due to the nature of calls from the younger age groups. As described previously, the younger respondents were more likely to be making enquiries of a personal or emotional nature that are not easily resolved during a phone call or QAAviser On-line session, whereas respondents calling about more practical issues such as careers and money advice (also the older respondents) may be more likely to receive clear cut advice or answers to questions that suitably address their needs.

Satisfaction amongst those who had used Connexions Direct before was 84% compared to 94% amongst those who were contacting Connexions for the first time. This may be due to a number of factors; respondents who contacted Connexions before are more likely to have done so by email or Adviser On-line, and therefore are likely to be younger, and we already know that younger respondents are not as positive in their ratings of satisfaction compared to adults. It is also possible that repeat users have higher expectations of the service, having received a high standard of service previously against which to compare.

Repeat users of Connexions Direct were asked whether today's experience was better or worse than usual (table 16). A quarter rated it as better than usual, nearly two thirds thought it was the same as usual and 13% said it was worse than usual. Web survey respondents were most likely to say the service was worse than usual, 16% compared to 2% on the phone.

Table 16
COMPARISON OF CXD COMPARED TO PREVIOUS EXPERIENCE

	Total	Telephone Survey	Web Survey
Weighted base	(591)	(133)	(458)
	%	%	%
Better than usual	24	26	24
The same as usual	63	72	60
Worse than usual	13	2	16

Base: All who used CXD in last 12 months

Those who described the service as better, or worse than usual were asked to give their reasons for saying this. Reasons given for the service being worse than usual, included mentions of didn't receive the help/advice needed (18%), unfriendly/rude staff (10%), and adviser cut me off before the conversation was finished (4%). For those who said the service was better than usual, they praised the helpfulness of the service (18%) and friendly staff (17%) and that they were given all the information they required (7%).

4.1.7 Likelihood of using Connexions Direct in the future

All respondents were asked how likely they were to use Connexions Direct in future. More than half (59%) said that they would be very likely to do so, which shows no change from a year ago.

Table 17

LIKELIHOOD OF USING CXD IN FUTURE

	2006 Total (1684)	2005 Total	Telephone Survey (809)	Web Survey (875)
	%	%	%	%
Very likely	59	59	62	56
Quite likely	30	29	28	32
Quite unlikely	5	5	4	5
Very unlikely	4	4	3	5
Refused	1	1	0	2
Don't know	1	2	3	0

Base: All respondents

Only 9% felt that they were unlikely to use Connexions Direct again.

When the overall satisfaction of this group is examined it is evident that the level of satisfaction is not solely driving propensity to use the service again.

Table 18

OVERALL SATISFACTION BY LIKELIHOOD TO USE CXD IN THE FUTURE

	Satisfied (1505)	Dissatisfied (158)
	%	%
Likely to use CXD again	93	55
Unlikely to use CXD again	5	39
Don't know/refused	2	6

Base: All respondents

As shown in Table 18, the vast majority of respondents who were satisfied, were likely to use the service again (93%).

However, the majority (55%) of those who said they were not satisfied with the service received that day, were likely to use the service again.

4.1.8 Friendliness Of Adviser

Respondents were asked to rate the friendliness of the adviser that they had spoken with that day. They were asked to select from ‘very friendly’, ‘fairly friendly’, ‘not very friendly’ and ‘not at all friendly’.

Table 19

FRIENDLINESS OF ADVISER					
	Total (1684)	Tele- phone Survey (809)	Web Survey (875)	Male (408)	Female (1263)
	%	%	%	%	%
Very friendly	76	93	61	82	75
Fairly friendly	17	7	27	12	19
Not very friendly	3	-	6	2	3
Not at all friendly	1	0	3	2	1
Refused	1	-	3	1	1
Don't know	-	-	0	-	-

Base: All respondents

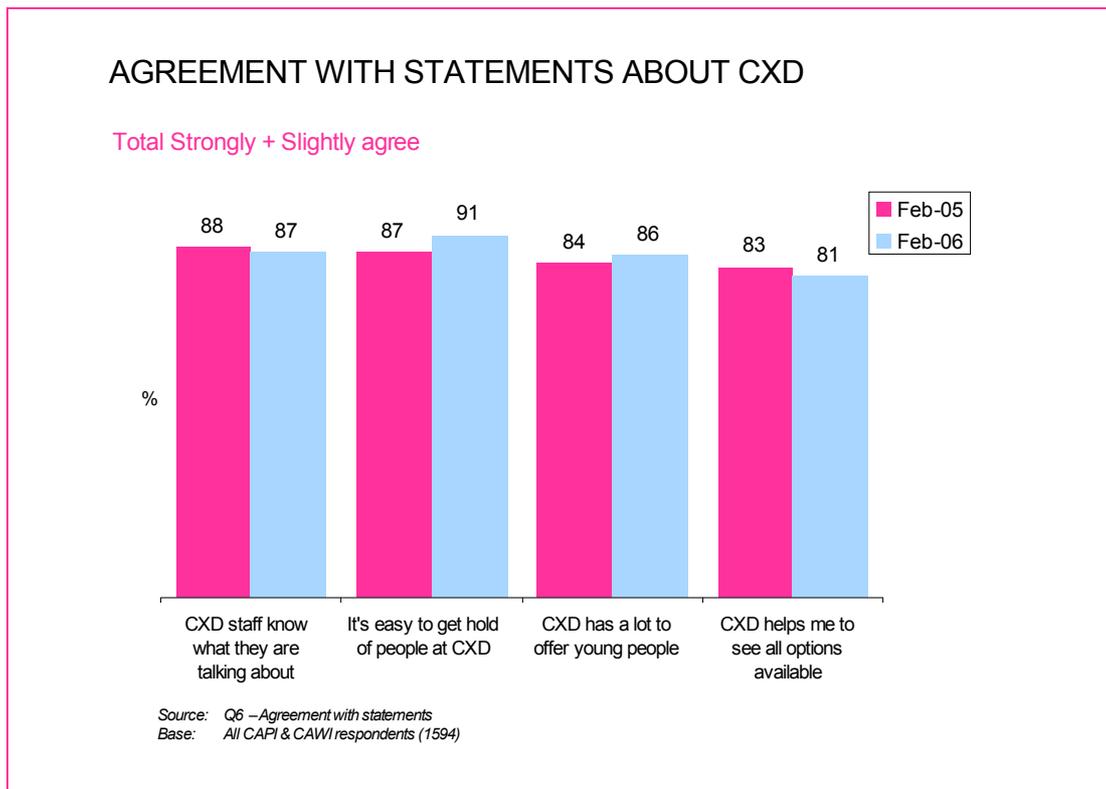
As shown in Table 19 three-quarters (76%) of users rated the adviser they had contact with as ‘very friendly’, with a further 17% feeling they were fairly friendly. As would be expected, these figures varied by mode of contact, with 100% of telephone respondents describing the adviser as very or fairly friendly, compared with 85% of web service users.

Males appeared to be more positive than females, with 82% describing their adviser as “very friendly” compared to 75% of females saying the same. However, similar proportions of males and females considered their advisers to be unfriendly.

4.1.9 Agreement with statements relating to service provision

Respondents were asked to what extent they agreed with certain statements about Connexions Direct. The patterns of response can be seen in the chart below.

Chart 1



Overall, ‘it’s easy to get hold of people at Connexions Direct’ elicited the highest level of strong agreement (91%). The responses have changed little since 2005, except that “It’s easy to get hold of people at Connexions Direct” has improved slightly since last year.

Table 20**% AGREEING WITH EACH STATEMENT (STRONGLY + SLIGHTLY)**

	2006 Total (1684)	2005 Total	Tele- phone Survey (809)	Web Survey (875)	13-15 (482)	16-19 (736)	20+ (466)
	%		%	%	%		
Connexions Direct helps me to see all the options available to me	81	83	84	78	83	84	75
Connexions Direct Staff know what they are talking about	87	88	93	82	84	90	88
It's easy to get hold of people at Connexions Direct	91	87	95	88	89	93	91
Connexions Direct has a lot to offer young people	86	84	85	87	88	90	76

Base: All respondents

This year, web survey respondents were more likely to agree that ‘it’s easy to get hold of people at Connexions Direct’ which has pushed the average score for this statement up this year. However, they are less favourable than telephone respondents about the statement “Connexions Direct staff know what they are talking about”. This may be due to the younger callers on Adviser On-line, who as discussed previously tend to call about more emotive issues that are harder to deal with in a quick call, so although they may be dealt with correctly by the adviser, they may feel disappointed that their issue has not been fully resolved. When asked about possible improvements to the Connexions Direct service, some respondents did mention the possibility of improving adviser knowledge, which would tie in with a feeling that the advisers do not “know what they are talking about”.

Adults surveyed gave a lower rating to the “Connexions Direct helps me to see all the options available to me” statement than the target age group. This could be due to the wording of the question being a little confusing, bearing in mind that many adults were calling on behalf of someone else.

4.1.10 Referral to other organisations

Table 21

REFERRED TO OTHER ORGANISATIONS							
	2006 Total (1684)	2005 Total	Tele- phone Survey (809)	Web Survey (875)	13-15 (482)	16-19 (736)	20+ (466)
	%	%	%	%	%	%	%
None	24	31	15	33	33	24	16
A local Connexions Centre	36	37	56	18	17	38	52
A website	22	} 25	13	30	29	21	16
A helpline	7		11	3	4	6	9
Another advice or information service	7		5	9	8	7	5
Refused	0	2	0	0	0	0	0

Base: All
respondents

Respondents were asked whether they had been referred to a different organisation for further help or advice. Overall, 76% of respondents were referred elsewhere, and 85% of telephone respondents were given details of other organisations. This is a slight increase on 2005 figures, and the extra referrals seem to be to other advice or information services other than a Connexions Centre.

For telephone respondents, over half were referred to a local Connexions Centre, compared to less than a quarter of Adviser On-line users. This may be due to the type of enquiry. Telephone users were often seeking advice on education or careers, whereas a Connexions centre would be well equipped with literature and tools to help with this type of enquiry. However, the Adviser On-line users were more often enquiries of an emotional nature, where other organisations such as the Samaritans could be more appropriate.

The proportion of callers referred to other organisations rises as callers get older. Over half of adults were referred to a local Connexions Centre, compared with 30% of the target age group. This reflects the call type from adults, which was usually education, or careers related.

Of those referred to places other than a Connexions Centre, two thirds were referred to a website for guidance, and the others were split between another helpline, or another type of information or advice service.

4.1.11 Reasons for using Adviser On-line (AOL) service

Table 22

USE OF ADVISER ON-LINE SERVICE

	Total 2006 (875)	Total 2005
	%	%
I knew that I wanted Adviser On-line and went straight into it from the Connexions home page	61	56
I had a look on the website for some information but could not find it so decided to use Adviser On-line	23	24
I found the information I was looking for and then wanted to talk it through/check something/get more information	8	9
Something else	9	11

Base: All respondents on the web survey

All respondents who answered the web survey were asked how they used the Adviser On-line service that day.

An increased proportion of respondents this year, knew they wanted Adviser On-line and went straight to it from the home page. This figure is even higher amongst respondents who have used Connexions Direct before (76%) compared to those who have not (40%). A quarter of respondents could not find sufficient information on the Connexions Direct website, so used the Adviser On-line service for further advice.

4.1.12 Ease of use of website and Adviser On-line service

All respondents answering the web survey were asked to rate the Connexions Direct website, and Adviser On-line service for ease of use. They were asked to select from 'very easy', 'easy', 'difficult' or 'very difficult'.

Table 23

RATING OF CONNEXIONS DIRECT WEBSITE - EASE OF USE

	2006 Total (875)	2005 Total	13-15 (418)	16-19 (423)	20+ (34)*
	%	%	%	%	%
Very easy	40	36	39	40	(47)
Easy	48	52	49	48	(23)
Difficult	5	5	4	5	(10)
Very difficult	3	2	4	1	(10)
Refused	1	1	1	1	(7)
Don't know	4	4	4	4	(3)

Base: All respondents on the web survey

* NB small base size

As shown in Table 23 the majority (88%) of respondents found the Connexions Direct website 'very easy' or 'easy' to use, with little change in the rating since 2005.

Table 24

RATING OF AOL SERVICE - EASE OF USE

	2006 Total (875)	2005 Total	13-15 (338)	16-19 (412)	20+ (34)*
	%	%	%	%	%
Very easy	52	49	52	52	(50)
Easy	38	38	35	42	(23)
Difficult	4	4	5	3	(7)
Very difficult	2	3	3	1	(10)
Refused	1	2	1	1	(7)
Don't know	3	3	4	2	(3)

Base: All respondents on the web survey

* NB small base size

A similar proportion (90%) found the Adviser On-line service easy to use as can be seen in Table 24. Again, there is no significant difference here from the 2005 rating.

4.1.13 Recommendations For Improvement

All respondents were asked an open-ended question about their recommendations for improvements to Connexions Direct.

Table 25 shows the answers given grouped into net codes.

Table 25

	2006	2005
	%	%
Net: Improve Adviser service	13	10
Net: Improve Accessibility	9	9
Net: More Information	9	11
Net: Make it more convenient	6	9
Net: Services	3	4
Net: Adviser knowledge	2	3
Others	2	2
None	28	34
Not stated	4	22

Base: All respondents

Just under a third (28%) of respondents said that they had no improvements; they were happy with the service as it was. This has dropped slightly since 2005, and most respondents this year gave a response to this question, whereas in 2005 a fifth of respondents did not supply an answer.

This year, the most frequently mentioned improvement was to improve the adviser service, and included suggestions such as advisers should be more friendly/kind, be more helpful, follow up/call back and have more advisers available to take calls.

Respondents would also like more information and to improve accessibility (9%). These suggestions include more information on careers/jobs, more detailed information, publicise the service more, reduce waiting time to talk to an adviser and to make the service 24 hour.

Examples of some of the comments made are as follows:

“Maybe a quicker time to get to people as I had to wait quite a while today.”

“Make the person with problem feel as if they have known the advisor for a while. Tell them their name and age”

“Sometimes you might want to talk to a woman but you get a man, so try and have some way for people to choose”

“I think it would be nice if the typing screen was larger than it is now.”

“I think Connexions as a whole needs to concentrate on helping people who aren't on drugs, pregnant, behavioural problems/ disorders, smoke and drink addiction. I feel as a young girl that the help I receive is never on par with the amount of help or attention that these "troublesome" teenagers get. I feel that because we are law abiding sensible teenagers we are just shoved aside to cope alone with the minimum information available. I think that Connexions should help the "law abiding" teenage as much or even more as they do the "troublesome" teenager, because we too need help and support.”

“It may be an idea to cater for young people up to the age of 21 as we often need help too!”

“Nothing. Everything is perfect, the staff are friendly and always happy to help. Thank you to all the staff”

APPENDICES

Appendix A Questionnaire

Connexions Direct User Survey Final Questionnaire 7th February 2006

S1. How old are you?

.....

IF 19 OR OVER GO TO Q1

IF 13-18 GO TO Q2

IF UNDER 13 THEN THANK AND CLOSE

Q1a Are you calling for advice on your own situation, or on behalf of a young person?

For myself 1

On behalf of a young person 2

Q1. What sort of information or advice did you contact Connexions Direct for today whether you were calling about yourself or someone else?

READ OUT MULTICODE

Learning / Further Education / Higher Education / Choosing subjects or options	1
Careers advice, training or job choices or advice about employment	2
Problems at school or college or work	3
Sexual health information	4
General health information	5
Contraception or pregnancy	6
Bullying or abuse	7
Drugs or alcohol advice	8
Housing information or homelessness	9
Personal or family relationships	10
Laws or information about offending	11
Money Advice	12
Mental Health including eating disorders, suicide or self-harm	13
To get information about Connexions Direct	14

Leisure activities /Volunteering	15
EMA/Apprenticeship – other Government training	16
Something else (specify)	17

Q2. How did you learn about Connexions Direct?

READ OUT MULTICODE

Magazine	1
Transport e.g. on bus	2
Connexions Card	4
Connexions Centre	5
Connexions Personal Adviser within school	6
Flyer / leaflet / poster	7
other helpline/service	8
Press (newspaper)	9
Phone box	10
Radio	11
Text message	12
TV	13
Teacher or other school staff	14
Parent/family	15
Friends	16
Advice from a Website	17
Saw an advert for it on the Web	18
Other	19

Q3. Have you ever used Connexions Direct before today? IF YES – is that by Adviser On-line/ webchat, telephone, email or SMS?

CODE ALL THAT APPLY

If Yes Q4, If NO/DK/REF to Q5

Yes – Adviser On-line / webchat	1	CONTINUE
Yes – telephone	2	
Yes – e-mail	3	
Yes - SMS	4	
No	5	TO Q5
DK	6	
Refused	7	

Q4. How many times have you used Connexions Direct Adviser On-line/ webchat/telephone advice/email service/SMS service in the last 12 months (not including today)?

READ OUT

REPEAT QUESTION FOR ALL USED AT Q3

None	1
1-2 times	2
3-5 times	3
6-10 times	4
more than 10 times	5

Q5. Thinking of the person you contacted at Connexions Direct today, would you say they were...

READ OUT

Very friendly	1
Fairly friendly	2
Not very friendly	3
Not at all friendly	4

Q6. Here are some statements young people have made about Connexions Direct. For each please say/ tick whether or not you agree with them.

READ OUT

	Strongly agree	Slightly agree	Slightly disagree	Strongly disagree	DK
Connexions Direct helps me to see all the options available to me	1	2	3	4	5
Connexions Direct staff know what they are talking about	1	2	3	4	5
It's easy to get hold of people at Connexions Direct	1	2	3	4	5
Connexions Direct has a lot to offer young people	1	2	3	4	5

Q7. Overall, how satisfied are you with Connexions Direct today?

READ OUT

Very satisfied	1
Fairly satisfied	2
Not very satisfied	3

Not at all satisfied	4

Q8. What improvements do you think could be made to the Connexions Direct service?

PROBE: Is there anything else?

.....

.....

.....

Q9. How likely would you be to use Connexions Direct again? READ OUT

Very likely	1
Quite likely	2
Quite unlikely	3
Very unlikely	4

Q10. And did the person you contacted at Connexions Direct offer you details of another organisation, website or helpline that might be able to help or advise you?

Yes	1	Ask Q10a
No	2	TO Q10b, 11 or classification
Don't know	3	
Refused	4	

Q10a – Did they give you details about.....?

- A local Connexions Centre 1
- A website 2
- A helpline 3
- Another advice or information service 4

ASK ONLY IF CODE 2-5 AT Q4

Q10b Thinking about the overall service you received today, and comparing it to other times you have used Connexions direct, would you say that today's experience was....

- Better than usual 1 – GO TO Q12B
- The same as usual 2 – GO TO Q13 or CLASSIFICATION
- Worse than usual 3 – GO TO Q2B

Q10c. Why do you say that the service was better/worse than usual?

Web survey only:

Q11. Which of these best describes how you used the Adviser On-line service today?

I knew that I wanted to use Adviser On-line and went straight into it from the Connexions home page	1
I had a look on the website for some information but could not find it, so decided to use Adviser On-line	2
I found the information I was looking for and then wanted to talk it through / check something / get more information	3
Something else	4

Q12. How would you rate the Connexions Direct website for ease of use?

Here we mean the site but not the Adviser On-line service

READ OUT/PLEASE TICK ONE BOX

Very easy	1
Easy	2
Difficult	3
Very difficult	4

Q13. How would you rate the Adviser On-line service on the Connexions

Direct website for ease of use?

READ OUT/PLEASE TICK ONE BOX

Very easy	1
Easy	2
Difficult	3
Very difficult	4

DEMOGRAPHICS

D1. Where are you currently contacting Connexions Direct from?

READ OUT

1. Home
2. Work
3. School//College/University
4. Friend or relative's home
5. Library/Public place
6. Connexions partnership
7. *WEB SURVEY ONLY* : Internet cafe
7. Other (specify)

D2. Are you.... ?

1. MALE
2. FEMALE

D4. Whereabouts in the country are you contacting Connexions Direct from? Just tell me the county or city you are in.

PROBE: What city are you in? Which county are you in?

.....

D5A. We would like to know what you are doing at the moment. What is your main activity? If you are temporarily sick or on holiday, please give your usual activity.

READ OUT

1. In full-time education at school or college or University
2. In part time education
3. Apprenticeship (Foundation or Advanced)
4. Other government supported training
5. In a full-time job (over 30 hours a week)
6. In a part-time job (if this is your main activity)
7. Unemployed and looking for work
8. Unemployed and not looking for work
9. Doing voluntary activity
10. Taking a break from study or work/taking a gap year
11. Other (specify)

IF ANSWER CODE 2 TO Q1 ASK D5B AND C

D5B. What is your relationship to the young person that you are calling about?

- | | |
|-----------------|---|
| Parent/guardian | 1 |
| Other relative | 2 |
| Friend | 3 |
| Professional | 4 |

D5C. We would like to know what the young person is doing at the moment. What is their main activity? If they are temporarily sick or on holiday, please give their usual activity.

READ OUT

1. In full-time education at school or college or University
2. In part time education
3. Apprenticeship (Foundation or Advanced)
4. Other government supported training
5. In a full-time job (over 30 hours a week)
6. In a part-time job (if this is your main activity)
7. Unemployed and looking for work
8. Unemployed and not looking for work
9. Doing voluntary activity
10. Taking a break from study or work/taking a gap year
11. Other (specify)

D6. Which of the following ethnic groups best describes you?

READ OUT

1. WHITE
2. ASIAN OR ASIAN BRITISH

3. BLACK OR BLACK BRITISH
4. MIXED
5. CHINESE
6. OTHER

If 1 or 4 or 5 AT D6 thank and close

If 2 AT D6 ask:

Would that be?

READ OUT

1. INDIAN
2. PAKISTANI
3. BANGLADESHI
4. OTHER ASIAN

If 3 AT D6 please ask:

Would that be?

READ OUT/PLEASE TICK ONE BOX

1. CARIBBEAN
2. AFRICAN
3. OTHER BLACK

If 6 AT D6 please ask:

Which ethnic group is that?

WRITE IN

.....

ASK ALL

Do you have any long-standing illness, disability or infirmity? By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time?

- 1 Yes
- 2 No

If 'Yes' ask:

Please give further details:

.....

Appendix B Statistical significance

All differences reported will be statistically significant at the 95% confidence limit (the normal confidence level used in survey research). The table below shows confidence levels around a single percentage using the sample size and the percentage observed, based on a random sample.

For example, on a sample size of 350, looking at a percentage of 60, the confidence level is $\pm 5.1\%$. Hence, if we were to draw several samples from the same population, we would expect to find 95% of the samples giving a value of between 55% and 65%. As can be seen below, a sample size of less than 200 means that the margins of error become much larger.

STATISTICAL SIGNIFICANCE

Nomogram level of confidence: 95%

N= percentage observed

	2	5	10	15	20	25	30	35	40	45	50
	98	95	90	85	80	75	70	65	60	55	50
25	5.5	8.5	11.8	14.0	15.7	17.0	18.0	18.7	19.2	19.5	19.6
50	3.9	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8	13.9
100	2.7	4.3	5.9	7.0	7.8	8.5	9.0	9.3	9.6	9.8	9.8
150	2.2	3.5	4.8	5.7	6.4	6.9	7.3	7.6	7.8	8.0	8.0
200	1.9	3.0	4.2	4.9	5.5	6.0	6.4	6.6	6.8	6.9	6.9
250	1.7	2.7	3.7	4.4	5.0	5.4	5.7	5.9	6.1	6.2	6.2
300	1.6	2.5	3.4	4.0	4.5	4.9	5.2	5.4	5.5	5.6	5.7
350	1.5	2.3	3.1	3.7	4.2	4.5	4.8	5.0	5.1	5.2	5.2
400	1.4	2.1	2.9	3.5	3.9	4.2	4.5	4.7	4.8	4.9	4.9
450	1.3	2.0	2.8	3.3	3.7	4.0	4.2	4.4	4.5	4.6	4.6
500	1.2	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4

Appendix C Call Record Form

TIME OF CALL	ENQUIRY TYPE (tick those which apply)			CALL PASSED TO INTERVIEWER
	Learning /Education	Drugs /alcohol advice	Contraception /pregnancy	Passed on to interviewer
	Careers /training	Housing	Bullying /abuse	Not passed on – interviewer busy
	Problems -school work	Personal / family rel'ships	Mental Health	Not passed on – respondent refused
	Sexual health	Laws / offending	Other (specify)	Not offered – crisis/ despair call
	General health	Money	ADULT / YP	Not offered – other (write in below)

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P.O. Box 5050
Sherwood Park
Annesley
Nottingham
NG15 0DJ

Tel: 0845 60 222 60
Fax: 0845 60 333 60
Minicom: 0845 60 555 60
Online: www.dfespublications.gov.uk

© Taylor Nelson Sofres 2006

Produced by the Department for Education and Skills

ISBN 1 84478 785 0
Ref No: RR785
www.dfes.go.uk/research