

Yorkshire Dales National Park Authority Resident Communication Survey - Frequently Asked Questions

Q. Who is conducting the survey?

A. The survey is being conducted by Enventure Research and Feedback Market Research on behalf of the Yorkshire Dales National Park Authority.

Q. How is the survey being conducted?

A. The survey is being conducted by telephone with residents of the Yorkshire Dales National Park.

Q. Who is eligible to take part?

A. Interviews are only conducted with people who live within the boundaries of the Yorkshire Dales National Park.

Q. What is the survey about?

A. The survey is about asking residents their opinions and perceptions about the different ways the Yorkshire Dales National Park Authority communicates with residents and how they would like to be contacted in the future.

Q. How long does the survey take?

A. The survey should not take more than seven minutes, however sometimes it can take a bit longer if residents wish to provide more details about their answers.

Q. Wasn't a similar survey recently carried out?

A. Enventure Research and Feedback Market Research carried out a resident survey in November 2018 to gather residents' views and perceptions about the Yorkshire Dales National Park and the Yorkshire Dales National Park Authority. This survey contains different questions and is on a different topic (communication).

Q. What will be done with resident's answers to the survey?

A. Enventure Research will analyse the survey information and provide a report to the Yorkshire Dales National Park Authority. Research findings will be reported in an aggregate and anonymous way so that no one person's responses can be linked to them.

Q. If someone took part in the survey in November 2018, can they take part in this survey?

A. Yes, if they would like to, but taking part is voluntary.

Q. When are calls made to residents?

A. Calls are made Monday to Friday 9am to 7.30pm and Saturdays 10am to 4pm to ensure that we speak to a wide range of residents, including those who work during the day. No calls will be made outside of these times, unless a resident has asked for a call back.

Q. Do people have to take part?

A. No, the survey is entirely voluntary. People can opt out at any time (even if halfway through an interview) and request to have their number removed from the contact database.

Q. How have the Yorkshire Dales National Park Authority publicised the survey?

A. There is information about the survey on the Yorkshire Dales Authority website www.yorkshiredales.org.uk and social media channels.

Q. Where do Enventure Research and Feedback Market Research source people's contact details?

A. A company called Sample Answers have supplied contact details to Feedback Market Research and Enventure Research. The Sample Answers website can be found here:

www.sampleanswers.com

Q. Where do Sample Answers source people's contact details?

Sample Answers' data consists of people who have opted into receiving surveys from themselves and third party market research agencies.

Q. Why do some people receive a call when they have not opted in with Sample Answers?

A. It could be that someone who lived previously at the address or had the telephone number previously had opted in.

Q. What else has Sample Answers provided to Enventure Research and Feedback Market Research?

A. They have provided information such as gender, age group, postcode and local authority area.

Q. How can people opt out from being on Sample Answers' database?

A. They can contact Sample Answers directly. Contact details can be found here:

www.sampleanswers.com/contact

Q. Will Enventure Research and Feedback Market Research ask for people's contact details?

A. Yes. As part of their quality control processes, Enventure Research and Feedback Market Research ask for contact details so that a certain amount of people can be re-contacted to ensure they were happy with the interview process. However, providing contact details is optional and information gathered will be processed in line with the latest data protection legislation. Enventure Research and Feedback Market Research have privacy notices on their websites which provide more information about how personal information is handled:

www.enventure.co.uk/about/privacy-and-data-protection/ and

www.feedbackmarketresearch.co.uk/downloads/feedbackprivacypolicy.pdf

Q. Do Sample Answers, Feedback Market Research and Enventure Research comply with data legislation?

A. Yes, all three companies comply with the Data Protection Act, the General Data Protection Regulation and are registered with the Information Commissioners Office (ICO). More details can be found on the companies' respective websites.

Q. Who should people speak to if they have any queries?

A. In the first instance, the interviewer should be able to help. If not, please ask to speak to their supervisor. For direct queries to the Yorkshire Dales National Park Authority please contact Lesley Knevitt on 01969 652326 or email lesley.knevitt@yorkshiredales.org.uk