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Xxx XXXXXXXX
XXXXXXXXXX

Reference: FOICR 22049/12

13 April 2012

Dear X XXXXXXXX

FREEDOM OF INFORMATION REQUEST

Thank you for your e-mail of 13 March, in which you ask for information on customer research. Your request has been handled as a request for information under the Freedom of Information Act 2000.

I am able to disclose the information set out in the enclosed Annex.

In keeping with the Freedom of Information Act, we assume that all information can be released to the public unless it is exempt. In line with normal practice we are therefore releasing the information which you requested via the Home Office website.

I hope that this information meets your requirements. I would like to assure you that we have provided you with all relevant information that IPS holds.

If you are dissatisfied with this response you may request an independent internal review of our handling of your request by submitting a complaint within two months to the address below, quoting reference FOICR 22049/12. If you ask for an internal review, it would be helpful if you could say why you are dissatisfied with the response.

Information Access Team
Home Office
Ground Floor, Seacole Building
2 Marsham Street
London SW1P 4DF

E-mail: FOIRequests@homeoffice.gsi.gov.uk

As part of any internal review the Department's handling of your information request will be reassessed by staff who were not involved in providing you with this response. If you remain dissatisfied after this internal review, you would have a right of complaint to the Information Commissioner as established by section 50 of the Freedom of Information Act.

Yours sincerely

X Xxxxx
Parliamentary & Correspondence Management Team

Freedom of Information request from Mr X Xxxxxx (reference 22049)

Information requested and IPS responses below -

In your response to my earlier FOI request (FOICR 21463/11) you have provided the additional information " the main bulk of the research was quantitative and was based on a representative sample of 1000 customers from the UK taken at random with a view to obtain a statistically robust sample covering most UK regions and customer types."

Please provide the following detail

**1 Did you seek feed back from 1000 or receive feedback from 1000 ?
If you only sought feedback from 1000 how many responses did you get?**

We conducted a telephone survey among a randomly selected sample of recent passport customers. We achieved 1,000 completed surveys (a considerably greater number would have been called to enable us to achieve this number).

2 The number of respondents from each Geographic area* ? Please break this down as far as you can within the confines of FOI (e.g.. London 251, Manchester 37, Birmingham 93, Rest of England 364 etc...)

The survey was conducted over the telephone, with a random sample of recent passport customers; during the survey we did not capture geographical data from respondents.

3 A full statistical breakdown of the demographics of the respondents (e.g. age grouping (i.e. 16-30, 30-45 etc..) , sex, race, whether or not respondents considered themselves disabled, sexual orientation, religion... etc)

- **This relates to their place of residence and not place of birth**

The demographic information from the surveys which is available is contained within the annex of the presentation on the Home Office website (it is the last slide). Please follow the attached link <http://homeoffice.gov.uk/publications/agencies-public-bodies/ips/ips-research-publications/passport-customer-satisfaction?view=Standard&pubID=965070>