Gender Disparity Review 2022 Research Report

RAPP

February 2023

RAPP

Methodology

METHODOLOGY

General Population Survey

METHODOLOGY

RoI Statement Interviews

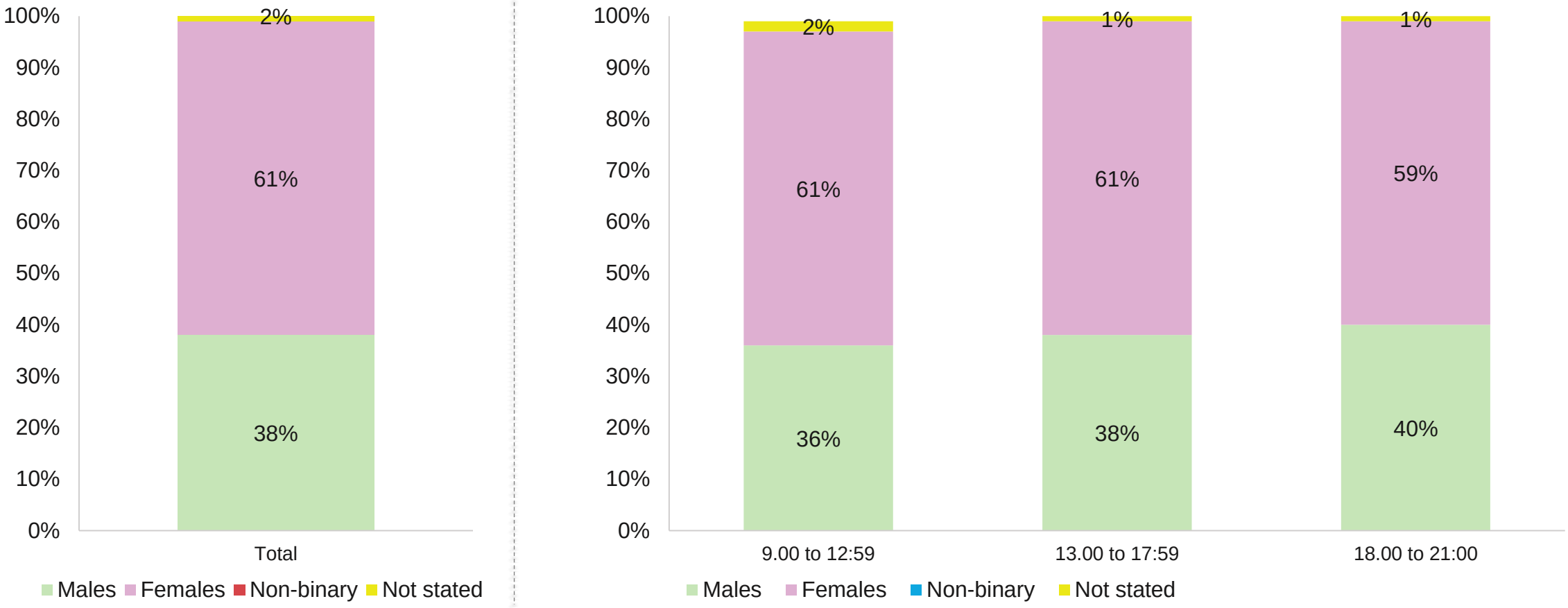
Online survey of people who had recently given an ROI statement

TIMES AVAILABLE

VOs recorded that Femalesare more likely to be the 1st adult

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), 13:0017:59 (n=1,642), 18:0021:00 (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.

DEFERENCE

Gen. Pop.Gender Disparity Research 2022
Imagine you did answer the door, to this woman/man, which of the below would you do?
Base: Total who would answer the door and say wh

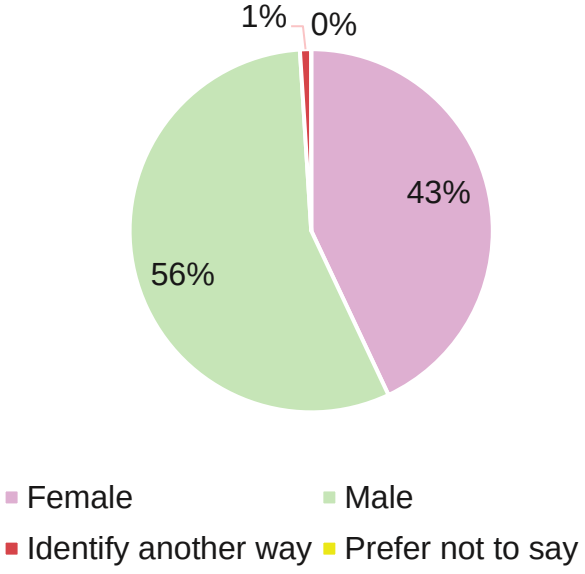
DEFERENCE

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

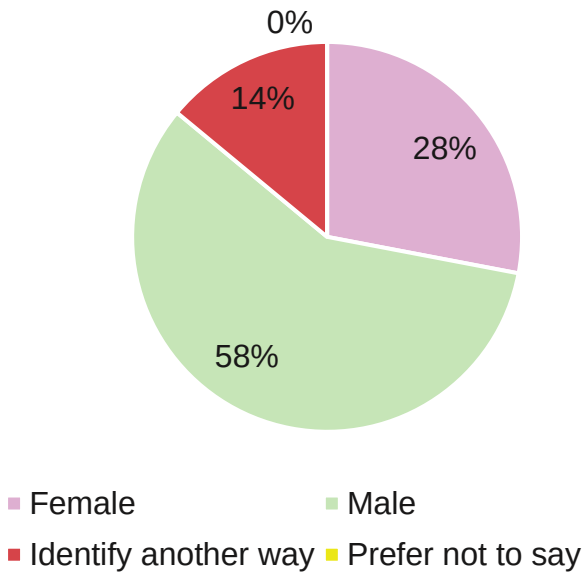
GENERAL POPULATION RESEARCH NON PAYER/CLAIMED NLN SAMPLE (HYPOTHETICAL BEHAVIOUR):

Gender proportions of who the TV Licence Officer is likely to encounter in various scenarios

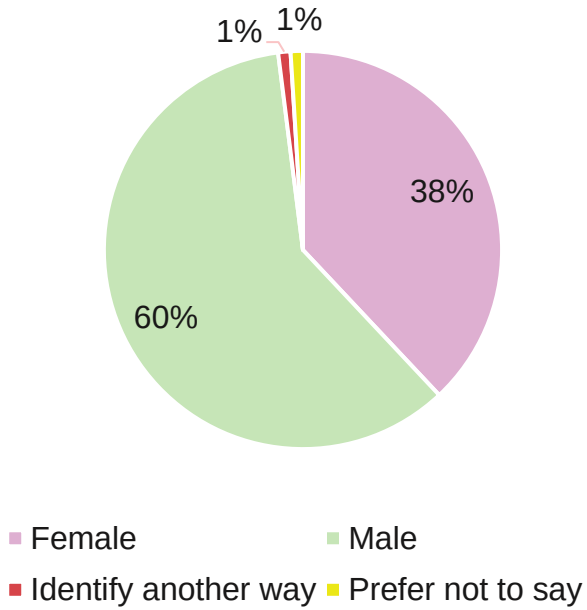
Gender of respondents who claim they would deal with the TVL Officer (based on those who have others in the Household and would answer the door if one knocked)



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



Gender of people in households with only one occupant



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 'e

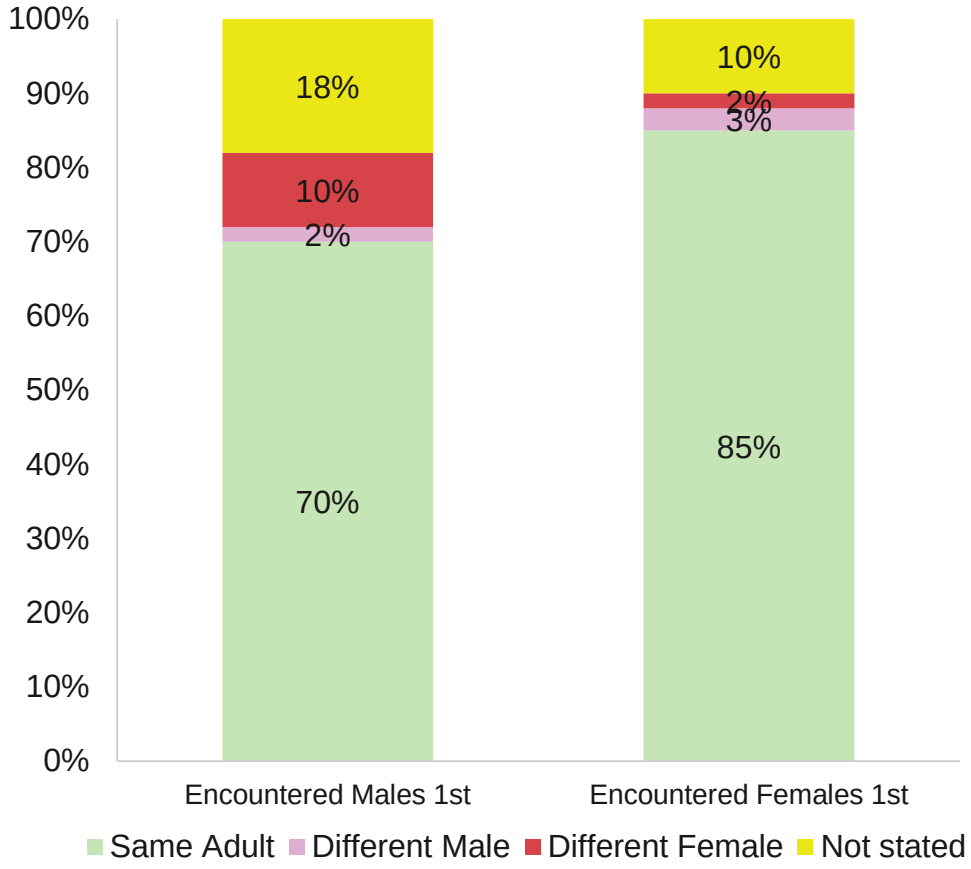
Gen. Pop. Gender Disparity Research 2022
Imagine you did answer the door, to this woman/man, which of the below would you do?
Base: Total who would answer the door and say

72), Total who live alone (n=178)

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)

1st person VO encountered did they defer and to whom ? Who spoke to you about the TV Licence?



VO Self Completion Study Gender Disparity Research 2022
Who spoke to you about the TV Licence ?
Base: 1st person VO encountered Male (n=1,202), Female (n=1,937)

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.

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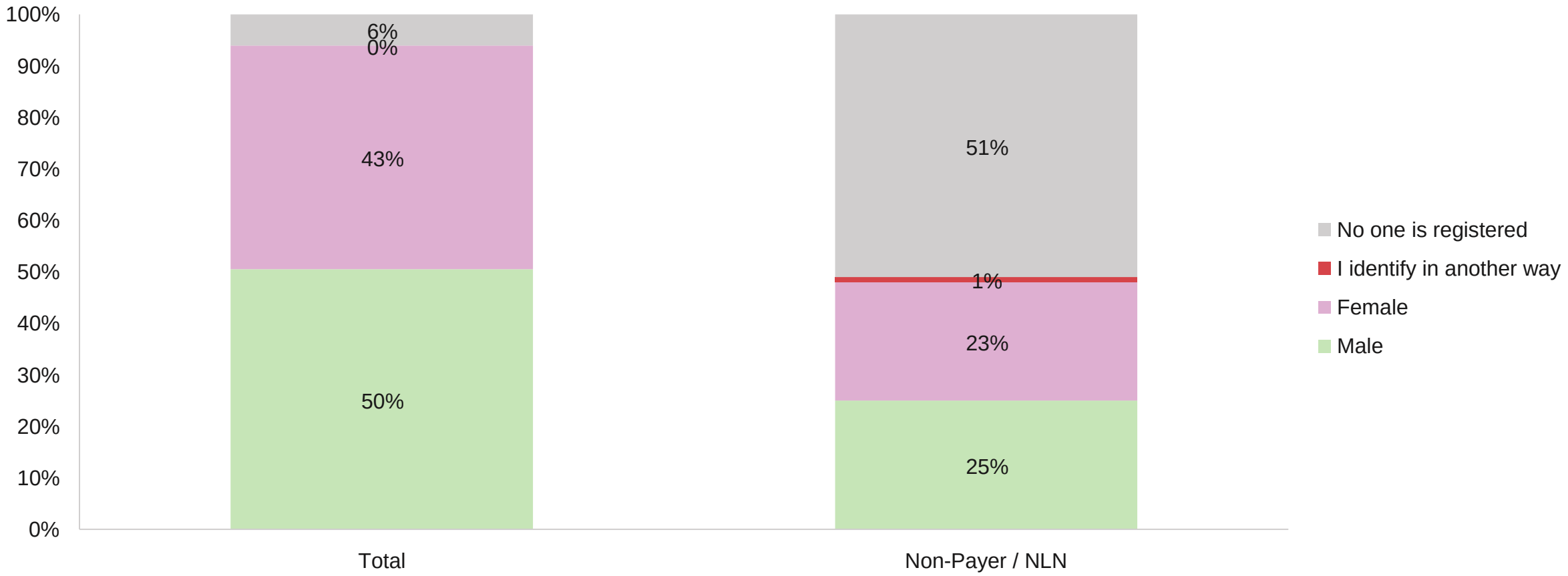
PAYMENT OF BILLS

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?



Gen. Pop.Gender Disparity Research 2022

PAYMENT OF BILLS

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

PAYMENT OF BILLS

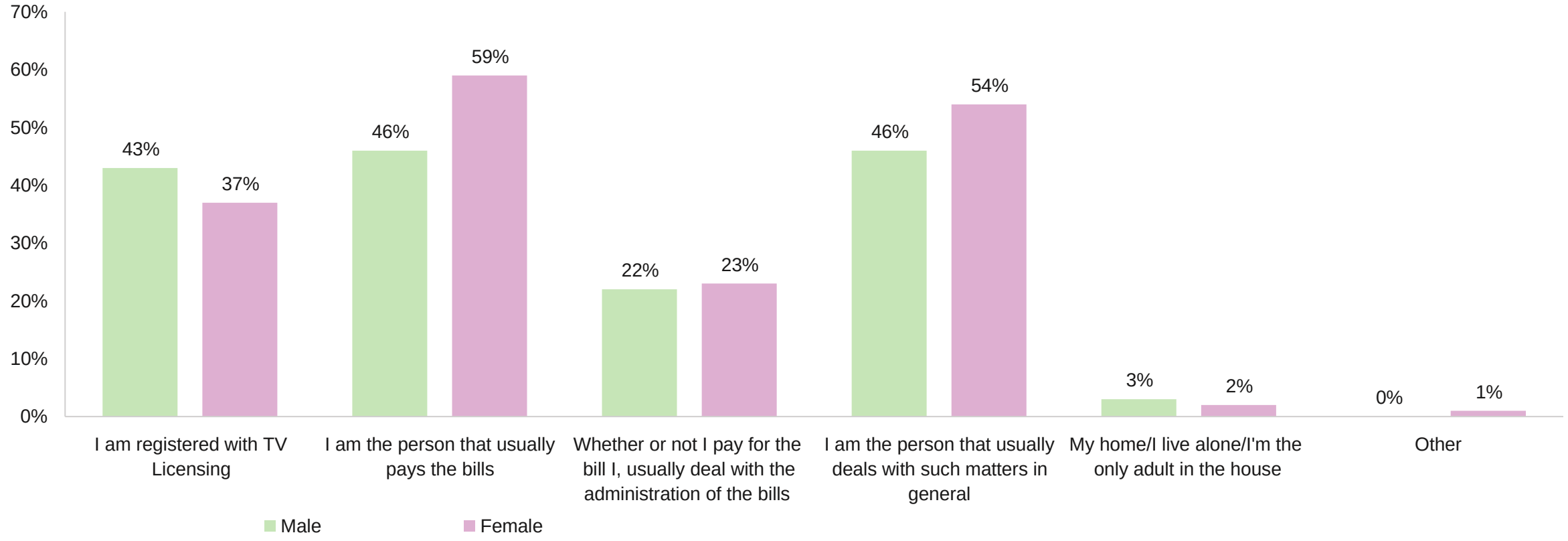
Amongst Non -

However, amongst the ROI sample, when asked who was responsible for bills in the household, the most

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

PAYMENT OF BILLS

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 Gender Disparity Research 2022

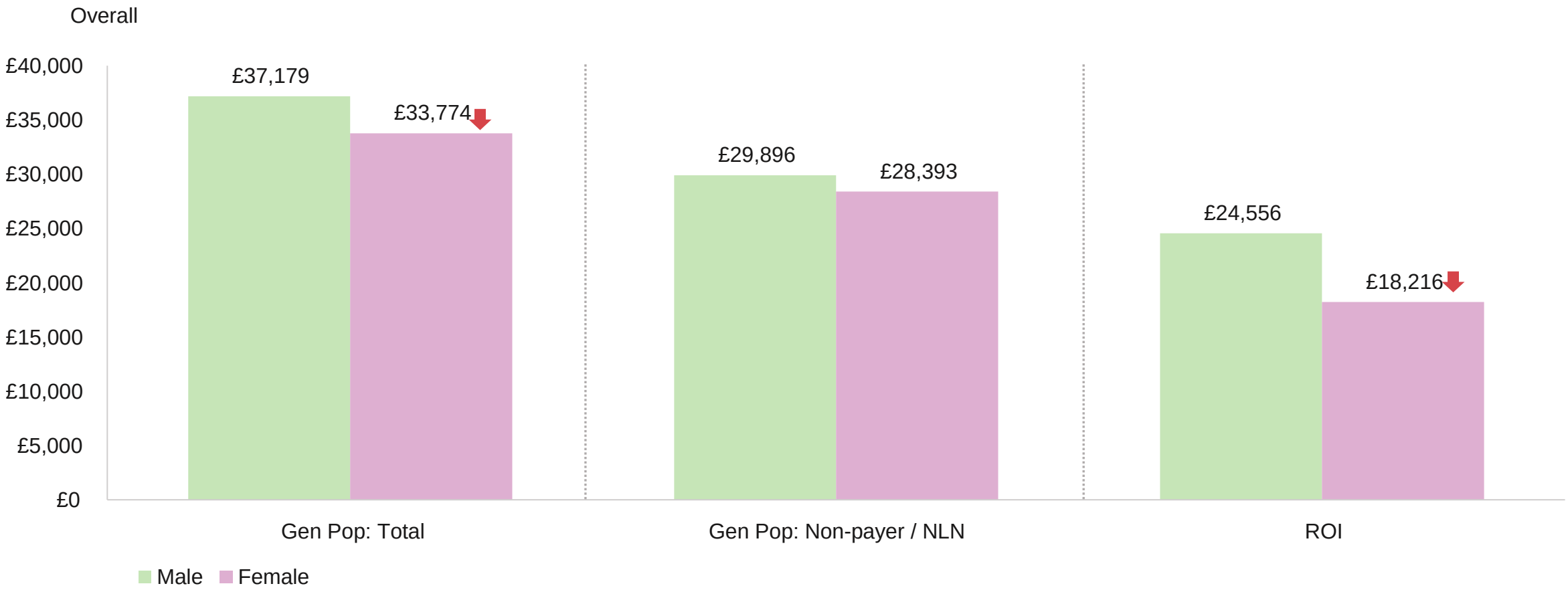
FINANCIAL/SOCIO ECONOMIC SITUATION

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

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

Females report earning less than Males across all cohorts.

GENERAL POPULATION AND ROI RESEARCH (RECORDED SITUATION): Income



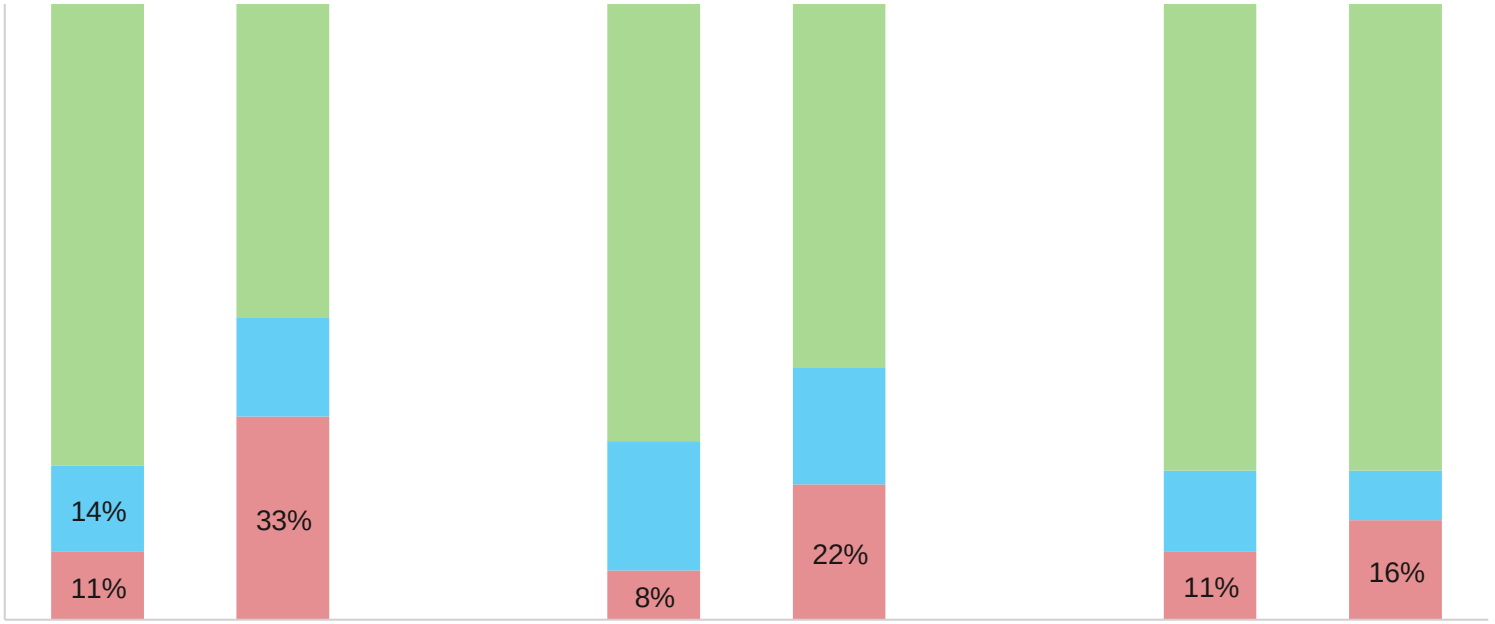
Gen. Pop. and ROI Gender Disparity Research 2022
Which of the following income categories best describes your total 2021 household income from all sources, before tax and other deductions?
Base: Total Male (n=4,903), Total Female (n=5,034), Non-payer/NLN Male (n=239), Non-payer/NLN Female (n=183), ROI Male (n=183), ROI Female (n=207)

Significantly difference vs. males (95% confidence interval)

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

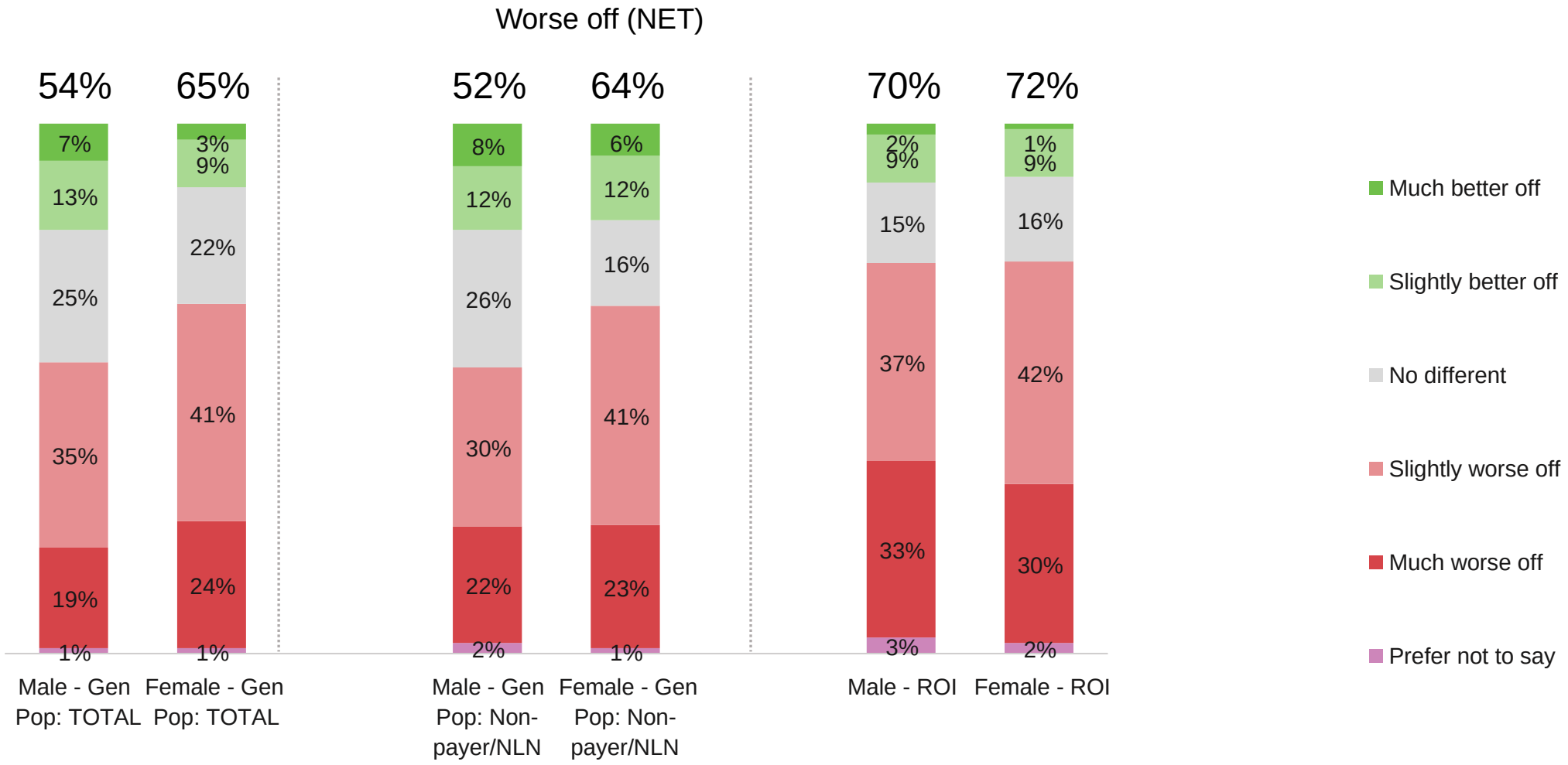


Gen. Pop. and ROI Gender Disparity Research 2022
Are you the primary income earner in your household, that is, the person with the largest income, whether from employment, pe nsions, state benefits, investments or any other source?
Base: All Males (n=4903), All Females (n=5034), Non-payer/NLN Male (n=239), Non-payer/NLN Female (n=183), ROI Male (n=183), ROI Female (n=207)

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



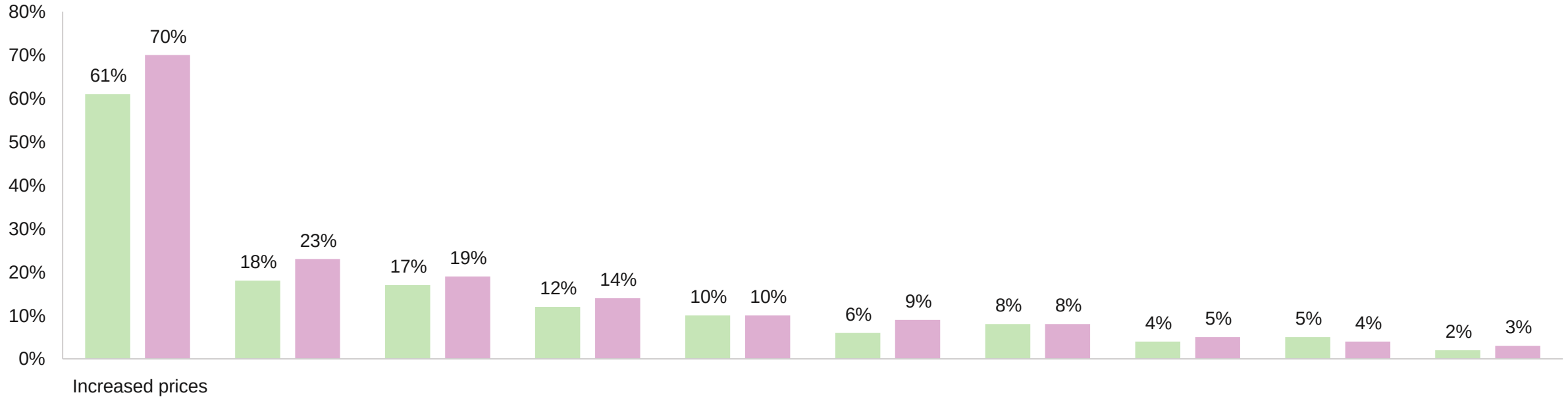
Significantly difference vs. males (NET) (95% confidence interval)

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 financiall
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)

Femalesare 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

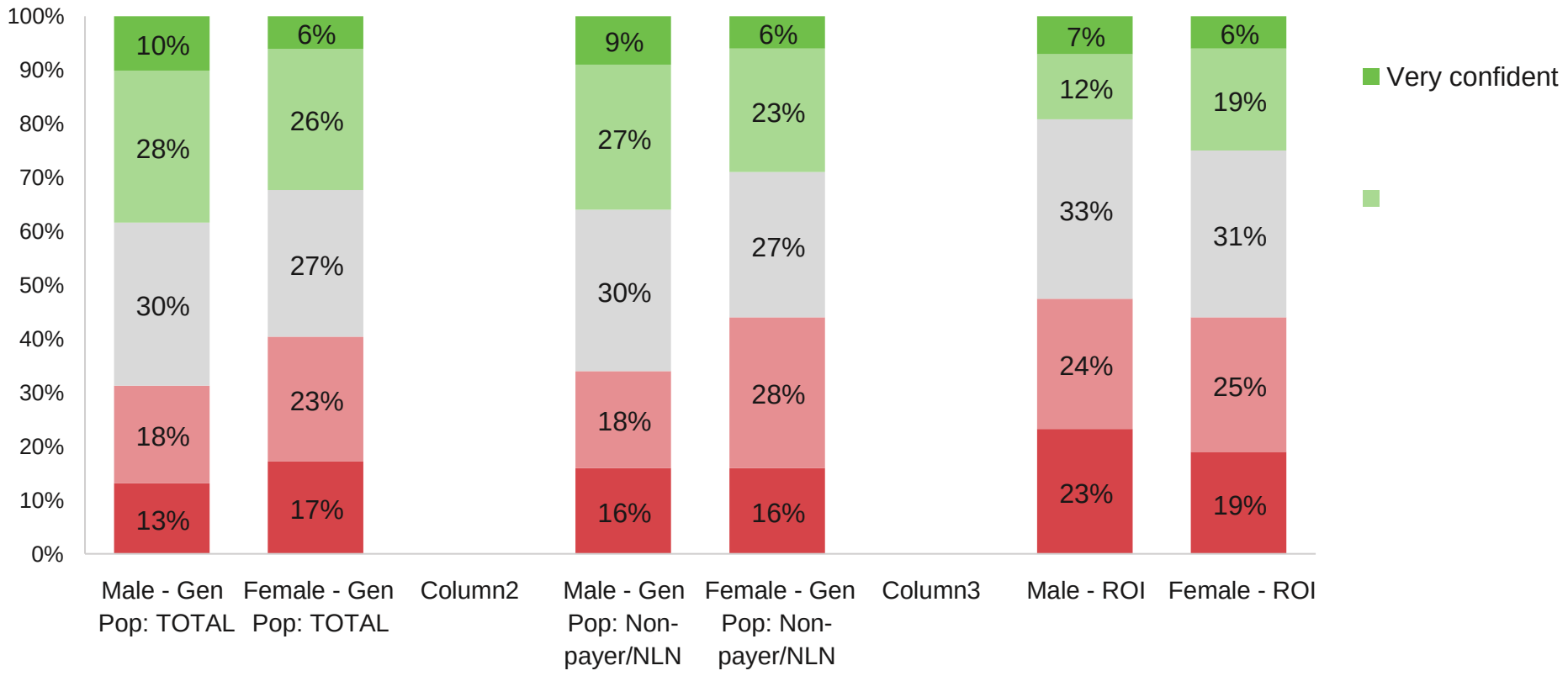


DETAILED RESULTS

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

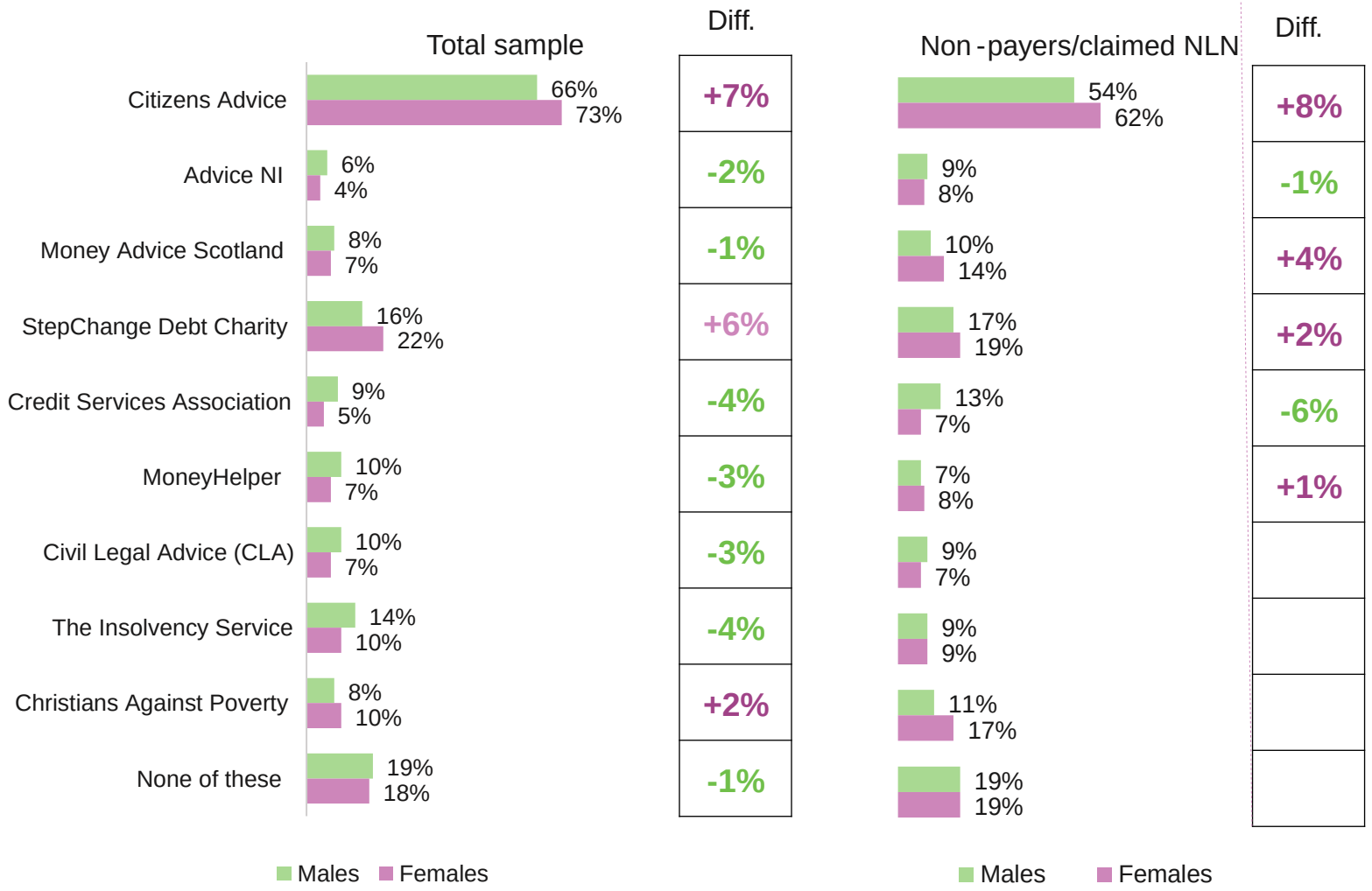
GENERAL POPULATION RESEARCH (HYPOTHETICAL BEHAVIOUR)

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)

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

GENERAL POPULATION RESEARCH (RECORDED SITUATION)

Awareness of support services