

**GP PATIENT SURVEY**

# **GP Patient Survey 2023**

**Technical annex**





# Contents

<b>1</b>	<b>Introduction</b>	<b>7</b>
1.1	Survey governance	8
<b>2</b>	<b>Questionnaire and material design</b>	<b>10</b>
2.1	Questionnaire development for the 2023 survey	10
2.2	The final questionnaire	14
2.3	Materials development for the 2023 survey	14
2.4	Cognitive testing: questionnaire and materials	14
<b>3</b>	<b>Sampling</b>	<b>17</b>
3.1	Sample overview	17
3.2	NHS Digital population extraction procedure	17
3.3	Patients eligible for the survey	17
3.4	Practices included in the survey	18
3.5	Sample size calculation	18
3.6	Adjustments to response rate estimates	19
3.7	Patient sample selection	19
3.8	Personal data extractions	19
3.9	Sample cleaning and exclusions	19
3.10	Final mailed sample after cleaning and exclusions	20
<b>4</b>	<b>Communications with patients and practices</b>	<b>22</b>
4.1	Survey website	22
4.2	Support for participants	24
<b>5</b>	<b>Data collection</b>	<b>28</b>
5.1	Contact strategy	28
5.2	Postal survey	29
5.3	Text messages	29
5.4	Handling reminders	29
5.5	Online completion	30
5.6	Telephone completion	36
5.7	Braille and large print versions	36
5.8	Respondent burden	36
<b>6</b>	<b>Data analysis</b>	<b>38</b>
6.1	Questionnaire processing	38
6.2	Inclusions and exclusions	38
6.3	Quality assurance	39
6.4	Editing the data	39
6.5	Weighting strategy	41
6.6	Confidence intervals	43
<b>7</b>	<b>Response rates</b>	<b>46</b>

7.1	Unadjusted response rates (published)	46
7.2	Adjustments to response rate	49
8	Reporting	52
8.1	Presentation of statistics	52
8.2	Calculation of results	52
8.3	Trend data	53
8.4	Suppression	54
8.5	Weighting	56
8.6	Organisation mapping	56
8.7	Changes to Excel reports	56
8.8	Deliverables	56
8.9	The GPPS 'Surveys and Reports' link	59
8.10	The GPPS analysis tool	62
8.11	Practice comparison tool	66
9	Appendix	68
9.1	Questionnaire changes and trends	68
9.2	Questionnaire	74
9.3	Initial letter	82
9.4	SMS reminders	84
9.5	First reminder letter	85
9.6	Second reminder letter	87
9.7	Experiments	89

## List of figures

Figure 4.1:	The <a href="http://www.gp-patient.co.uk">www.gp-patient.co.uk</a> homepage	22
Figure 5.1:	Login screen for online survey	30
Figure 5.2:	Question from the online survey	31
Figure 7.1:	Number of practices within each response rate band over time	47
Figure 7.2:	National response rates to the survey over time	48
Figure 8.1:	Survey and reports link on the GPPS website	60
Figure 8.2:	ICS slide packs page	61
Figure 8.3:	PCN dashboard page	62
Figure 8.4:	Website analysis tool home page	63
Figure 8.5:	Analysis tool cross-tabulation function	65
Figure 8.6:	Website analysis tool – Trends 2018, 2019, 2020, 2021, 2022, and 2023	66

## List of tables

Table 5.1:	Survey mailout and SMS reminder dates	28
Table 5.2:	Number and proportion of online returns	32
Table 5.3:	Completes per language and BSL	35
Table 6.1:	Confidence interval examples for practices, PCNs, ICSs and national data	43
Table 6.2:	Power calculations for PCNs, ICSs and practices	44
Table 7.1:	Surveys sent, returned and response rates	46
Table 7.2:	Response rates by gender	46
Table 7.3:	Response rates by age	46

<b>Table 7.4: Number and proportion of practices within each response rate band.....</b>	<b>47</b>
<b>Table 7.5: Unweighted, weighted and adjusted response rates.....</b>	<b>50</b>
<b>Table 8.1: List of quasi-identifiable questions .....</b>	<b>55</b>
<b>Table 8.2: Reports (published via the www.gp-patient.com website).....</b>	<b>57</b>
<b>Table 8.3: Weighted and unweighted datasets provided to NHS England (not published).....</b>	<b>58</b>
<b>Table 8.4: Technical documents (published via the website).....</b>	<b>59</b>
<b>Table 9.1: Full list of 2023 questions, including changes and existence of trend data .....</b>	<b>68</b>

**1**

# **Introduction**

# 1 Introduction

This technical annex provides details of the 2023 GP Patient Survey (GPPS) conducted by Ipsos. The survey was undertaken on behalf of NHS England.

This is the seventeenth year that the GPPS has been conducted in England. Between 2011 and 2016 the survey took place twice a year, having previously been conducted on a quarterly basis (April 2009 - March 2011) and annually (January 2007 - March 2009). In 2017, the survey returned to an annual format.

Patients are randomly selected from all GP practices in England, using the Personal Demographics Service (PDS). The survey uses a quantitative postal methodology, including an option for online completion. In January 2023, questionnaires were sent to around 2.65 million patients aged 16 or over followed by an SMS reminder one week after the initial mailing, to all those with a valid mobile phone number. Two full reminder mailings (letters and questionnaires) were then sent to non-responders in February and March, both followed by an SMS reminder one week later. The contact strategy and fieldwork dates are reported in [Chapter 5 \(Data collection\)](#).

The questions in the survey ask patients about their local GP services (including use of online services, awareness and satisfaction with opening times and preferred GPs), experience of making an appointment, the quality of care at their last appointment, overall experience of their GP practice, experience when their GP practice is closed and NHS dentistry, as well as their current health circumstances.

Minor changes were made to the questionnaire in 2023 to ensure that it continued to reflect how primary care services are delivered and how patients experience them. Updates were made to four questions to reflect the new ways patients are now contacting their healthcare providers online. More information on the questionnaire design process is available in [Chapter 2 \(Questionnaire and material design\)](#).

Ipsos and NHS England have also trialled several experiments on a sub-sample of GPPS respondents this year. These experiments tested methods for moving more respondents online (using a sequential push-to-web approach, as well as how to improve data quality and save costs). More details of these experiments can be found in the [appendices](#).

Copies of the questionnaire and materials sent in 2023 are available in the [appendices](#).

## 1.1 Survey governance

Since February 2014, the governance of the survey has involved input from a steering group, which meets regularly to provide a forum in which GPPS stakeholders can be kept informed of survey progress. The group provide advice to the research team and debate key issues such as questionnaire content, inclusion of practices, analysis and reporting; review the findings of the survey as they emerge; consider the need for any further research and analysis to be undertaken; and raise any questions about the GPPS project with Ipsos and NHS England.

In addition to NHS England and Ipsos, the group consists of representatives from a range of stakeholders, including the following:

- Academics
- British Medical Association
- Care Quality Commission
- Integrated Care Systems (ICS) representatives
- Department of Health and Social Care
- Healthwatch England
- GP membership
- Patient Participation Group (PPG) representative
- Patient representative
- Health and social care charities representative
- Primary Care Network (PCN) professional representative
- Royal College of General Practitioners

**2**

**Questionnaire  
and material  
design**

## 2 Questionnaire and material design

### 2.1 Questionnaire development for the 2023 survey

Minor changes were made to the questionnaire in 2023 to ensure that it continued to reflect how primary care services are delivered and how patients experience them. The changes were all cognitively tested with patients and are detailed below.

#### 2.1.1 Changes which did not result in loss of trends

The following changes did not affect comparability of these questions and trend data remains.

- Q9 “When did you last try to make a general practice appointment with a GP, nurse or other healthcare professional, either for yourself or for someone else?”

2022 question wording	2023 question wording
<p><b>Q9. When did you last try to make a general practice appointment, either for yourself or for someone else?</b></p> <p><i>This could be in person, on the phone, by video call or online messaging, and with a GP, nurse or other healthcare professional.</i></p> <ul style="list-style-type: none"> <li>• In the past 3 months</li> <li>• Between 3 and 6 months ago</li> <li>• Between 6 and 12 months ago</li> <li>• More than 12 months ago</li> <li>• Don't know</li> <li>• I haven't tried to make an appointment since being registered with my current GP practice</li> </ul>	<p><b>Q9. When did you last try to make a general practice appointment with a GP, nurse or other healthcare professional, either for yourself or for someone else?</b></p> <p><i>This could be for an appointment in person, on the phone, by video call, by messaging online or by text message.</i></p> <ul style="list-style-type: none"> <li>• In the past 3 months</li> <li>• Between 3 and 6 months ago</li> <li>• Between 6 and 12 months ago</li> <li>• More than 12 months ago</li> <li>• Don't know</li> <li>• I haven't tried to make an appointment since being registered with my current GP practice</li> </ul>

- Q15 “On this occasion, were you offered any of the following choices of appointment?”

2022 question wording	2023 question wording
<p><b>Q15. On this occasion, were you offered any of the following choices of appointment?</b>  <i>Please put an x in all the boxes that apply</i></p> <ul style="list-style-type: none"> <li>• Yes, a choice of place (for an appointment in person)</li> <li>• Yes, a choice of time or day</li> <li>• Yes, a choice of healthcare professional</li> <li>• Yes, a choice of type of appointment (phone call, online, video call, in person)</li> <li>• None of these</li> <li>• Can't remember</li> <li>• I did not need a choice</li> </ul>	<p><b>Q15. On this occasion, were you offered any of the following choices of appointment?</b>  <i>Please put an x in all the boxes that apply</i></p> <ul style="list-style-type: none"> <li>• Yes, a choice of place (for an appointment in person)</li> <li>• Yes, a choice of time or day</li> <li>• Yes, a choice of healthcare professional</li> <li>• Yes, a choice of type of appointment (in person, on the phone, by video call, messaging online or by text message)</li> <li>• None of these</li> <li>• Can't remember</li> <li>• I did not need a choice</li> </ul>

- Q22 “When was your last general practice appointment?”

2022 question wording	2023 question wording
<p><b>Q22. When was your last general practice appointment?</b>  <i>Please include appointments with different healthcare professionals, at different locations, as well as telephone and online appointments.</i></p> <ul style="list-style-type: none"> <li>• In the past 3 months</li> <li>• Between 3 and 6 months ago</li> <li>• Between 6 and 12 months ago</li> <li>• More than 12 months ago</li> <li>• I haven't had an appointment since being registered with my current GP practice</li> </ul>	<p><b>Q22. When was your last general practice appointment?</b>  <i>Please include appointments with different healthcare professionals, at different locations, whether in person, on the phone, by video call, by messaging online or by text message.</i></p> <ul style="list-style-type: none"> <li>• In the past 3 months</li> <li>• Between 3 and 6 months ago</li> <li>• Between 6 and 12 months ago</li> <li>• More than 12 months ago</li> <li>• I haven't had an appointment since being registered with my current GP practice</li> </ul>

- Q38 “Do any of these conditions or illnesses reduce your ability to carry out your day-to-day activities?”

2022 question wording	2023 question wording
<p><b>Q38. Do any of these conditions reduce your ability to carry out your day-to-day activities?</b></p> <ul style="list-style-type: none"> <li>• Yes, a lot</li> <li>• Yes, a little</li> <li>• No, not at all</li> </ul>	<p><b>Q38. Do any of these conditions or illnesses reduce your ability to carry out your day-to-day activities?</b></p> <ul style="list-style-type: none"> <li>• Yes, a lot</li> <li>• Yes, a little</li> <li>• No, not at all</li> </ul>

- Additionally, the routing following Q37 (“Would you describe yourself as having ‘long COVID’, that is, you are still experiencing symptoms more than 12 weeks after you first had COVID-19, that are not explained by something else?”) was split over two lines, to make it easier to follow.

### 2.1.2 Changes which resulted in loss of trends

Some changes have resulted in the loss of trends. The addition or removal of response options for the questions below has affected the comparability of the latest results with previous years, even though question wording remains the same or similar. This is because it would be difficult to determine whether a difference in results is caused by the change to the questionnaire or a 'real' difference in attitudes or behaviours.

- Q3 “Which of the following general practice online services have you used in the past 12 months?”

2022 question wording	2023 question wording
<p><b>Q3. Which one of the following general practice online services have you used in the past 12 months?</b></p> <p><i>By ‘online’ we mean on a website or smartphone app.</i></p> <p><i>Please put an x in <u>all</u> the boxes that apply.</i></p> <ul style="list-style-type: none"> <li>• Booking appointments online</li> <li>• Ordering repeat prescriptions online</li> <li>• Accessing my medical records online</li> <li>• Had an online consultation or appointment (for example completed an online form or had a video call)</li> <li>• None of these</li> </ul>	<p><b>Q3. Which one of the following general practice online services have you used in the past 12 months?</b></p> <p><i>By ‘online’ we mean on a website or smartphone app.</i></p> <p><i>Please put an x in <u>all</u> the boxes that apply.</i></p> <ul style="list-style-type: none"> <li>• Booking appointments online</li> <li>• Ordering repeat prescriptions online</li> <li>• Accessing my medical records online</li> <li>• Filling in an online form</li> <li>• None of these</li> </ul>

- Q12 “How did you try to book the appointment?”

2022 question wording	2023 question wording
<p><b>Q12. How did you try to book the appointment?</b>  <i>Please put an X in <u>all</u> the boxes that apply.</i></p> <ul style="list-style-type: none"> <li>• In person</li> <li>• By phone, through my practice</li> <li>• By automated telephone booking</li> <li>• Online, including on a website or through an app</li> <li>• In another way</li> </ul>	<p><b>Q12. How did you try to book the appointment?</b>  <i>Please put an X in <u>all</u> the boxes that apply.</i></p> <ul style="list-style-type: none"> <li>• In person</li> <li>• By phone, through my practice</li> <li>• Online, on my practice’s website</li> <li>• Through an app</li> <li>• In another way</li> </ul>

- Q19 “What type of appointment did you get? I got an appointment...”
- Q23 “What type of appointment was your last general practice appointment? An appointment...”

2022 question wording	2023 question wording
<p><b>Q19. What type of appointment did you get? I got an appointment...</b></p> <p><b>Q23. What type of appointment was your last general practice appointment? An appointment...</b></p> <p><i>Please choose one option only.</i></p> <ul style="list-style-type: none"> <li>• ...to speak to someone of the phone</li> <li>• ...to see someone at my GP practice</li> <li>• ...to see someone at another general practice location</li> <li>• ...to speak to someone online (for example on a video call)</li> <li>• ...for a home visit</li> </ul>	<p><b>Q19. What type of appointment did you get? I got an appointment...</b></p> <p><b>Q23. What type of appointment was your last general practice appointment? An appointment...</b></p> <p><i>Please choose one option only.</i></p> <ul style="list-style-type: none"> <li>• ...to speak to someone of the phone</li> <li>• ...to see someone at my GP practice</li> <li>• ...to see someone at another general practice location</li> <li>• ...to speak to someone on a video call</li> <li>• ...for a home visit</li> <li>• ...to message someone online or by text message</li> </ul>

A full list of questions and availability of trends is included in the [appendices](#). [Chapter 8 \(Reporting\)](#) contains more information on interpretation of trend data.

## 2.2 The final questionnaire

Below is a list of the topics covered in the 2023 questionnaire. The full questionnaire is available in the [appendices](#).

- Your local GP services
- Making an appointment
- Your last appointment
- Overall experience
- COVID-19
- Your health
- When your GP practice is closed
- NHS dentistry
- Some questions about you (demographics)

## 2.3 Materials development for the 2023 survey

The materials used for the 2023 survey were mostly consistent with those used in 2022. However, some very minor changes were made to the letters designed to further encourage participants to take part online, removing references to COVID-19 and implementing some wording changes based on recommendations from the Plain English Campaign. Experiment mailings also included some additional changes. More details on the experiment design can be found in the [appendices](#).

During 2022 fieldwork, in order to improve response rates, an additional SMS reminder was sent after the second reminder mailing. As this worked well in 2022, this additional SMS reminder was also sent out during 2023 fieldwork.

The full set of letters and SMS wording used are available in the [appendices](#).

## 2.4 Cognitive testing: questionnaire and materials

All proposed changes to the questionnaire and materials made prior to fieldwork were tested with patients by cognitive interviewing; a method used to critically evaluate the questionnaire and materials and help understand how survey participants process and respond to them. A total of 20 cognitive interviews were conducted in two separate phases between 7 and 26 September 2022. Participant feedback was used to ensure that the response options and terminology used in the questionnaire and experiment letters were well understood by a range of patients.

In addition, the questionnaire and materials were reviewed by the Plain English Campaign at two points in the cognitive testing process – before the first round and then following the second and final round of cognitive testing. Where possible, changes were made to meet Plain English criteria; a set of principles designed to ensure information is presented clearly. In the context of GPPS this has an additional benefit of reducing barriers to participation for patients with language barriers, literacy issues and learning disabilities.

**3**

# **Sampling**

## 3 Sampling

### 3.1 Sample overview

The 2023 survey adopted the same sampling approach as the 2022 survey. The sample was designed to ensure that, as far as possible, a minimum of 100 responses per practice and 200 responses per Primary Care Network (PCN) would be received, providing confidence in the overall results and allowing subgroup analysis where appropriate. This resulted in an issued sample size of around 2.6 million patients who were sent a questionnaire.

Patient information was obtained for each practice using registration records held on the Personal Demographics Service (PDS) database maintained by NHS Digital. Note that this is the third year PDS has been used for this purpose; prior to 2021, the sample frame was the National Health Applications and Infrastructure Service (NHAIS), which was initially piloted in 2020. More information on this pilot can be found in the [2020 Technical Annex](#).

The sampling procedure involved two distinct stages. Firstly, NHS Digital provided an anonymised list of patients for sample size determination and individual patient selection. The selected anonymous records were returned to NHS Digital, and a second file containing the contact details of the selected patients was provided.

### 3.2 NHS Digital population extraction procedure

As in previous years, NHS Digital provided a file of anonymous patient data for all eligible patients who reside in England or Wales and were registered with a practice in England. The file contained patient NHS numbers, practice code, patient gender, patient age band, and patient postcode.

A sample of patients was then drawn at practice level, as detailed below.

### 3.3 Patients eligible for the survey

Patients were eligible for inclusion in the survey if they had a valid NHS number, had been registered with a GP practice continuously for at least six months at the point of selection, and were 16 years of age or over. Note that prior to 2018 the survey had only been open to those aged 18 or over.

### 3.4 Practices included in the survey

The list of practices to be included was taken from the NHS Digital system, and comprised all practices that had eligible patients as defined above, where the practice had not previously opted out of the survey as they felt it was inappropriate to their patient population. The number of practices with eligible patients for the 2023 survey was 6,485, but between sample selection and mail-out, some practices became ineligible for the survey. In total, patients in 6,443 different practices were sent questionnaires, and at least one completed questionnaire was received from patients in 6,418 practices.

### 3.5 Sample size calculation

Prior to 2022, the practice sample size was based on aiming for a set confidence interval for each practice. Since 2022, the sample size has been determined to deliver at least 100 responses in each practice and 200 responses in each Primary Care Network (PCN), where possible, and 720,000 responses overall.

The sample design involved a proportionately stratified, unclustered sample, which was drawn for each practice. The sample for each practice is stratified by age, gender and postcode. The number of patients initially selected for inclusion in the sample for each practice (the 'issued sample') was determined by the following components:

- the number of cases required in order to deliver 100 responses per practice and 200 responses per PCN; and
- the proportion of patients included in the issued sample predicted to respond to the survey.

These components were combined to determine the issued sample size in each practice, PCN and nationally, as follows:

$$\text{Issued sample} = \frac{\text{Number of responses aimed for at practice, PCN and national level}}{\text{Proportion of issued sample predicted to respond}}$$

The above figure shows the calculation for the issued sample: the number of responses aimed for at practice, PCN and national level is divided by the proportion of the issued sample predicted to respond.

The proportion of issued sample predicted to respond was estimated using the actual response rate for those practices who took part in the 2022 GPPS, and was set at 28% for practices new to the survey or to whom fewer than 100 surveys were issued in the 2022 GPPS. This is to prevent unrealistically high or low response rates being used for new and very small practices.

### 3.6 Adjustments to response rate estimates

To prevent issuing very large numbers of questionnaires in practices which had very low response rates in 2022, a minimum response rate of 12.9% was assumed. In order to ensure that a reasonable number of questionnaires were sent to practices with very high response rates, on the other hand, a maximum assumed response rate of 49.8% was set.

### 3.7 Patient sample selection

The anonymous patient data sent by NHS Digital was sorted within each practice by gender then age band. The required number of patients per practice was then selected on a '1 in n' basis, and the unique survey reference numbers returned to NHS Digital.

### 3.8 Personal data extractions

On receipt of the selected records, NHS Digital then extracted the contact details for each of the sampled patients. The extracted file contained, for each patient, their NHS number, patient name, practice code, address, month and year of birth, gender and mobile number (if available). Where a selected patient had become ineligible since the provision of the anonymous data, an "exclusion" record was sent instead, containing the unique survey serial number and reason for the exclusion.

### 3.9 Sample cleaning and exclusions

Checks were made on the supplied names, mobile numbers and addresses to remove inappropriate records. These checks included:

- duplicates between practices (identified by NHS ID number). Where duplicates existed, both were removed as we could not confirm which practice they belong to;
- duplicates within practices;
- incorrect mobile numbers (not starting with 07 and/or not 11 digits long); and,
- non-address details or other inappropriate information contained in the address. These could include:
  - key safe numbers, telephone numbers and other numerics not related to the address;
  - unexpected words or phrases in the name or address (including "unknown", "homeless", "deceased", "test", etc.); and
  - incomplete addresses.

The final selected sample was also checked against the Ipsos “Do Not Contact” and GPPS opt-out lists, to ensure that those who have previously expressed a wish not to be contacted by Ipsos, or specifically requested to be removed from future waves of GPPS, are not included.

For the SMS reminders, duplicate mobile numbers (where more than one person had the same mobile number listed) were removed, as it would not be possible for the recipient to determine which link corresponded with which survey.

All sampled patients from all practices were then randomly sorted before being allocated a 12 character alphanumeric ID (to ensure there was no link between reference numbers and practices).

For the experiments conducted during the fieldwork, sampled patients were randomly assigned to either the main sample or one of the experiment groups. For more details on this, please see the [appendices](#).

### **3.10 Final mailed sample after cleaning and exclusions**

The final number of patients to whom questionnaires were sent after all sample cleaning had been finished was 2,654,180.

# 4

## **Communications with patients and practices**

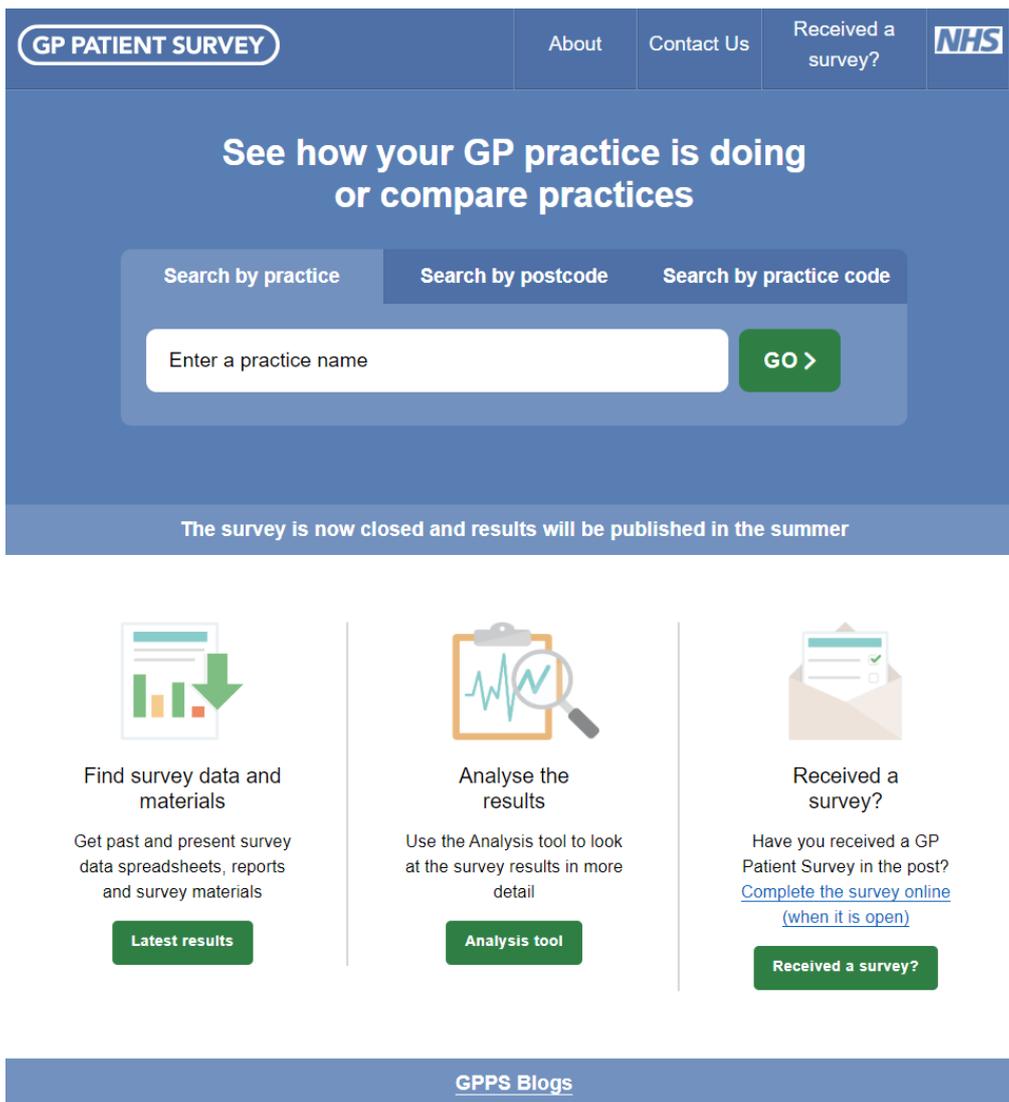
# 4 Communications with patients and practices

In order to raise the profile of GPPS and provide patients and practices with information about the survey, a series of communication activities are undertaken, such as hosting a survey website, and providing a survey helpline to respond to frequently asked questions. These are described in more detail below.

## 4.1 Survey website

A dedicated survey website is maintained and hosted by Ipsos. The advertised web address is [www.gp-patient.co.uk](http://www.gp-patient.co.uk). The site is designed to reflect the branding of the questionnaire and all other related materials (see Figure 4.1: The [www.gp-patient.co.uk](http://www.gp-patient.co.uk) homepage).

Figure 4.1: The [www.gp-patient.co.uk](http://www.gp-patient.co.uk) homepage



The website is updated on the first day of fieldwork, as the first questionnaires are delivered to patients, to indicate that the survey is open. It consists of a number of sections, detailed below:

- **‘About’** covers the aims of the survey, ways to take part and information about accessibility. This page includes links to information in British Sign Language (BSL) and 14 additional languages which explain the survey, provide responses to a selection of FAQs, and link to online translated versions of the questionnaire.
- **‘Received a survey?’** provides information about the online version of the survey and links to complete it in either English, BSL or another language. This page also includes links to easy read information sheets (both with and without images), easy read privacy policy and the accessibility page.
- **‘Frequently Asked Questions (FAQs)’** includes information about how patients are selected, help with completing the survey, data protection and accessing the results.
- **‘Languages’** provides information about GPPS in British Sign Language (BSL) and 14 additional languages, including Arabic, Bengali, Czech, French, Gujarati, Mandarin, Polish, Portuguese, Punjabi, Slovak, Somali, Spanish, Turkish and Urdu. The FAQs, questionnaire, and covering letter are all translated into these languages in order to make the survey as widely accessible as possible.
- **‘Promote the survey’** provides tips to GP practices for promoting the survey and contains a printable poster in English and 14 other languages.
- **‘What do you think about the website?’** is a link to a form allowing users to rate the site, provide comments and leave contact details.
- **‘Search for a practice’** takes users to the practice reporting tool, which allows them to view results for a specific practice.
- **‘Compare a practice’** allows users to compare the results of different practices.
- **‘Analysis tool’** is a link to the analysis tool which allows users to interrogate the GPPS data further (see section 8.8).
- **‘Latest results’** takes users to the latest survey datasets, reports, questionnaire and letters. It also includes an archive of all previous survey results and materials. This can also be accessed via the **‘Past surveys’** link.
- **‘For GP staff’** contains information for GPs about the benefits of the survey.
- **‘Why use the survey data?’** provides information about the GP Patient Survey, what information can be found in the survey results, and how the website can help the user.

It also includes a GP Handbook developed by academic partners giving practices advice on how to use their survey results to improve patient care.

- **‘How do I...?’** provides guidance on how to complete the survey, how to find practice, PCN and ICS data, and how to use the website and analysis tool to conduct further analysis on the data.
- **‘Uses of GPPS’** details a number of examples about how GPPS data is used. This includes uses by national organisations and a series of case studies.
- **‘Privacy notice’** provides information about how the information collected on the GPPS website is used.
- **‘Sitemap’** lists out all of the pages on the website.
- **‘Site feedback’** contains contact details for users to provide feedback on the website and includes another link to the user feedback form.
- **‘Contact us’** provides a link to telephone and email contact details for the GPPS team at Ipsos.
- **‘Accessibility’** gives information on how the website can be adapted or used by people with different accessibility requirements, such as by changing the text size, background colours, keyboard navigation or using with a screen reader.

## 4.2 Support for participants

### 4.2.1 Telephone helpline

Ipsos offer a Freephone helpline for patients who have any questions about the survey, with separate numbers for English and 14 additional language lines. In total, 15,554 calls were handled by the helpline team over the course of 2023 fieldwork.

### 4.2.2 English language telephone helpline

The English language helpline was staffed by a fully trained Ipsos team between 8am and 9pm on weekdays and 10am to 5pm on Saturdays from 3 January to 6 April 2023. Depending on the volume of calls, a voicemail system may be used during quieter periods (see details below). In order for call handlers to answer patients’ queries, they are provided with a manual containing a complete list of over 300 FAQs. These are updated annually to address any new or emerging queries patients may have. Where the call handlers cannot answer a query, the details are passed on to the GPPS research team who will respond directly.

During quieter periods (generally 10 days after each mailing) the helpline may switch to a voicemail message which briefly explains the purpose of the survey and asks the caller to leave

a message and telephone number if they wish to be called back. Call handlers then return the calls within two working days, making up to eight attempts to reach the caller.

As well as being a source of information for patients, the helpline also enables sampled patients to complete the survey over the telephone.

In addition, patients can opt out of the survey by providing their access code or contact details to the helpline.

#### **4.2.3 Additional language telephone helpline**

In order to make the survey as accessible as possible, there are separate helplines for each of the 14 additional languages that the survey is offered in. Each language has its own Freephone number which is connected to a voicemail message in the corresponding language. As with the English language voicemail, a message briefly explains the purpose of the survey and asks the caller to leave a message and telephone number if they wish to be called back. Ipsos will arrange for Language Line to return the calls within two working days. Again, up to eight attempts are made to return the call. As with the English language helpline, patients are able to complete the survey over the phone or opt out of taking part.

#### **4.2.4 Email helpline**

As well as using the telephone helpline, patients are also able to email the GPPS team at Ipsos with any queries. In total, approximately 401 email queries were received during fieldwork in 2023.

#### **4.2.5 Whitemail**

The survey also generates a large volume of whitemail returned to the Freepost address, including letters and notes addressed to the survey team or to NHS England. This is separated from the returned questionnaires and delivered to the helpline team on a weekly basis for review. Where a response is requested or deemed otherwise necessary, a written response will be sent to the patient. For 2023 fieldwork 1,416 letter responses were sent.

#### **4.2.6 Safeguarding**

The majority of calls and other correspondence received about the survey are relatively straightforward, and the helpline team are well briefed and experienced in engaging with respondents ethically and sensitively. However, where a cause for safeguarding concern occurs a formal protocol (agreed with NHS England) outlines the procedures that staff should follow. All potential safeguarding cases are reviewed by the research team, and if necessary, escalated to the Ipsos GPPS Ethics Board; a group with particular experience in safeguarding situations. If advised by the Ethics Board, the circumstances are then shared with NHS England. This process ensures all instances are dealt with as sensitively and quickly as possible. For 2023 fieldwork, the Ethics Board were required to review one safeguarding query.

#### 4.2.7 Data protection protocols

We have several formal protocols in place to respond to data protection queries, such as subject access requests, requests to update personal information or to delete data. These protocols (agreed with NHS England) outline the steps that will be followed by Ipsos and NHS England in response to these requests. The protocols also include secure storage information and retention periods for these communications.

#### 4.2.8 Information for display in GP practices

A poster is made available for GP practices to display in their practices in English and 14 additional languages. Copies of the posters are available on the GPPS website for download and printing or displaying on electronic notice boards at [www.gp-patient.co.uk/promote](http://www.gp-patient.co.uk/promote).

In 2023, a communications toolkit was added to the website, which includes website and newsletter copy, social media content and FAQs. These materials have been designed to help GP practices promote the survey, in order to raise awareness and encourage selected patients to participate. The toolkit can be found at [www.gp-patient.co.uk/promote](http://www.gp-patient.co.uk/promote).

#### 4.2.9 Easy read information sheet

An easy read information sheet, which can be found on the website, provides more information about the survey in an easy read format. The information sheet is available with and without images and provides patients with details about the survey and how it can be completed, as well as directing them to the helpline to answer any other questions.

#### 4.2.10 Easy read privacy policy

An easy read version of the privacy policy can be found on the website at [www.gp-patient.co.uk/Easy-read-privacy-policy](http://www.gp-patient.co.uk/Easy-read-privacy-policy). The privacy policy is available with images and provides details about how and why personal data is used on GPPS. The privacy policy also directs people to the helpline to answer any other questions.

**5**

# **Data collection**

## 5 Data collection

The GP Patient Survey (GPPS) is a postal survey, with an option for patients to take part online. However, in recent years, experiments have been conducted to understand the impact of encouraging more people to take part online, which has benefits for data quality and survey costs. This has resulted in various changes to the contact strategy, with successful experiments in 2020 leading to the addition of SMS reminders for the first time. To maximise participation, patients are able to take part by telephone, and the survey is also offered in a variety of accessible formats. The overall contact strategy and processes are described in greater detail below.

Note that although patients are offered several methods of completion, only one completed survey per patient is included in the final data.

### 5.1 Contact strategy

Initial letters and questionnaires were sent to all patients in the final sample on the dates in Table 5.1. This was followed one week later by an SMS reminder to all those in the sample with a valid mobile phone number. Two additional full reminder mailings (letters and questionnaires) were then sent to patients for whom no recorded response was received by the printing deadline, both followed by an SMS reminder one week later.

Copies of all letters and SMS reminders can be found in the [appendices](#).

**Table 5.1: Survey mailout and SMS reminder dates**

	Dates
Initial survey mailing sent	3 January – 7 January 2023
First SMS reminder sent	9 January – 14 January 2023
First reminder mailing sent	30 January – 3 February 2023
Second SMS reminder sent	6 February – 11 February 2023
Second reminder mailing sent	27 February – 3 March 2023
Third SMS reminder mailing sent	6 March – 11 March 2023

Some of the experiment groups followed slightly different mailing timings. More details on the experiment design can be found in the [appendices](#).

## 5.2 Postal survey

The final survey sample is delivered to the printing house via secure file transfer protocol (SFTP), using high level encryption. Upon receipt it is cleaned using the Postcode Address File (PAF), a process which ensures that the questionnaires are sent to the correct postal address and that the mailing is eligible for postage discounts. A downstream access provider is used for processing the mailing packs, with items then handed over to Royal Mail for 'final mile' delivery.

All questionnaires, letterheads, C5 Business Return envelopes, and C5 outer envelopes are printed in advance of the survey. Once the sample is made available, the questionnaires are then personalised with a unique access code. The letters are also personalised with name, address, and the same unique access code as appears on the questionnaire. Experiment mailings also included some additional personalisation. More details on the experiment design can be found in the [appendices](#).

A single questionnaire, letter, and Business Return envelope are then packed into an outer envelope by machine, and sorted into Walksort batches, ready for collection by the downstream access provider.

## 5.3 Text messages

The final mobile number sample is delivered to the text message provider via secure file transfer protocol (SFTP), using high level encryption. All SMS messages are personalised with a short URL that is unique to each patient, allowing them direct access to the online survey.

To manage the volume of text messages being issued into the mobile network at any time, an automated system schedules a set number of messages in batches, every 15 minutes from 9am to 8:45pm over a six-day period. Note due to the high volume of responses to the online survey during fieldwork this year, the second and third SMS reminder mailings were rescheduled to send every 5 minutes instead of every 15 minutes to regulate patient access to the online survey. In addition, a private channel is used to reduce any bottlenecks, particularly during peak periods of busy mobile network traffic.

## 5.4 Handling reminders

Patients who were **not** sent a full postal reminder, or reminder SMS, included those who met the following criteria at the point of the deadline:

- those who returned their paper questionnaire to Ipsos and it was processed before the printing deadline;
- those who completed the survey online;
- those who completed the survey via the helpline;
- those who telephoned or emailed the helpline and opted out of the survey;

- those who replied via letter indicating they wished to opt out of the survey or returned a blank copy of the questionnaire;
- those who opted out via NHS England;
- those whose questionnaires were returned to sender; and
- those recorded as deceased or no longer eligible on the NHS Digital database.

## 5.5 Online completion

Each patient in the sample is assigned a unique access code (printed on the letter and on the front page of the paper questionnaire) that allows them to access the online survey either via the survey website ([www.gp-patient.co.uk/survey](http://www.gp-patient.co.uk/survey)) or by using a shortened URL available in the letter ([www.gpsurvey.net/login](http://www.gpsurvey.net/login)). In order to complete the survey online, patients are required either to enter their unique access code on a first login screen (see Figure 5.1), or to click on the unique URL in the SMS reminder.

**Figure 5.1: Login screen for online survey**

GP PATIENT SURVEY

NHS

Please enter your personal access code.

Language English 

-  -

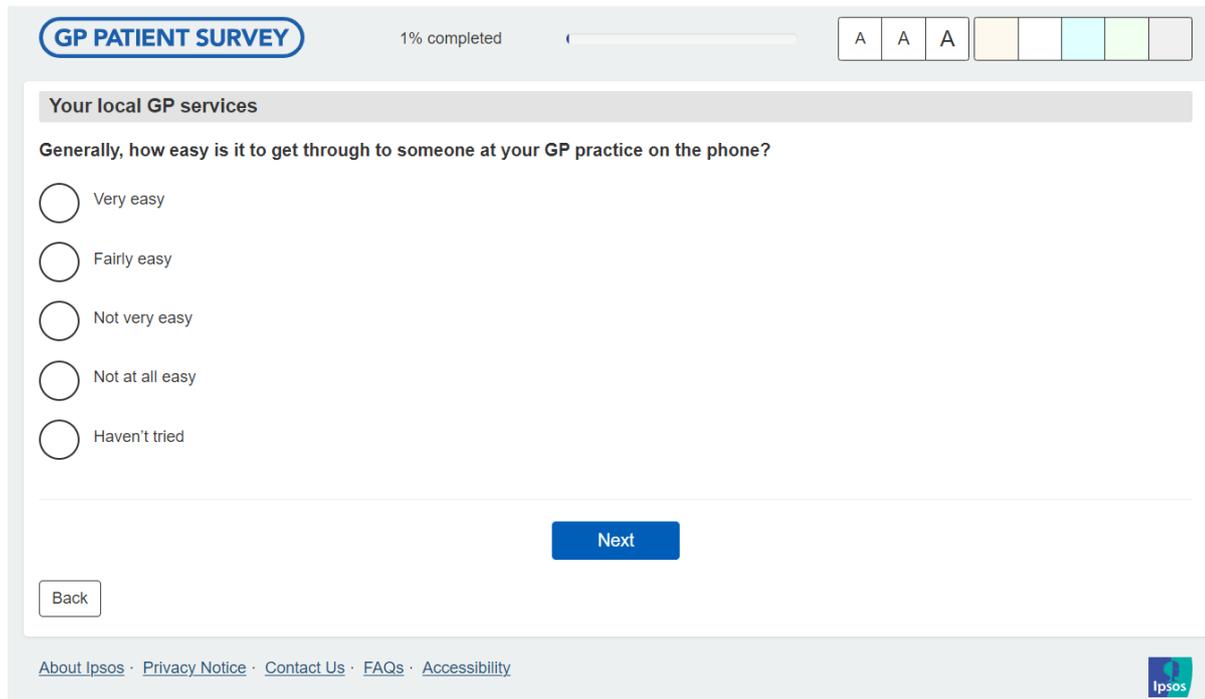
Please enter your access code as it appears on your letter or questionnaire, with four characters in each box.  
[Click here to see where to find your access code](#)

Logging in may take a few moments so please wait.

OK

[About Ipsos](#) [Privacy Notice](#) [Contact Us](#) [Languages](#) [FAQs](#) [Accessibility](#)

The questions in the online survey are identical to those on the paper questionnaire in terms of wording and design. In order to ensure comparability between the online survey and paper questionnaire, participants are able to skip questions in the online survey. However, a soft prompt asks them if they are sure they want to skip each question, to encourage completion. The online survey was updated for fieldwork in 2023, to include larger answer option buttons, keyboard navigation, and labelled 'Next' and 'Back' buttons. Updates to the online survey have also ensured it was compatible with screen reader software on both desktop and mobile devices.

**Figure 5.2: Question from the online survey**

The screenshot displays the 'GP PATIENT SURVEY' interface. At the top, it shows '1% completed' and three 'A' accessibility icons. The main heading is 'Your local GP services'. The question is: 'Generally, how easy is it to get through to someone at your GP practice on the phone?'. There are five radio button options: 'Very easy', 'Fairly easy', 'Not very easy', 'Not at all easy', and 'Haven't tried'. Below the options are 'Next' and 'Back' buttons. At the bottom, there are links for 'About Ipsos', 'Privacy Notice', 'Contact Us', 'FAQs', and 'Accessibility', along with the Ipsos logo.

Only one online response per patient is accepted. If patients try to complete the survey more than once online, a message appears letting them know they have already completed it. If they do not complete the survey in one sitting, their unique access code will return them to where they had left off.

### 5.5.1 Total number of online returns

Overall, 344,936 patients completed the survey online during fieldwork in 2023 (compared with 292,929 in 2022). The proportion of patients completing the survey online has increased over time as shown in Table 5.2. The larger increases since 2019 were driven by changes in how participants are approached (e.g. via SMS), designed to nudge more people to take part online.

**Table 5.2: Number and proportion of online returns**

	Number of online completes	Online completes as a percentage of all completes
2023	344,936	45.4%
2022	292,929	40.7%
2021	314,508	37.0%
2020	150,274	20.3%
2019	78,657	10.2%
2018	69,512	9.2%
2017	47,440	6.0%

### 5.5.2 Alternative online formats

Patients are offered several alternative methods of completion to ensure the survey is as accessible as possible. This includes the option to complete the online survey in one of 14 languages offered (in addition to English), or in British Sign Language (BSL). These versions of the survey are accessible from the specific language pages on the website or via a language drop down on the online survey login page (see Figure 5.1). Using one of these routes, patients may choose the language in which they wish to complete the survey (English, Arabic, Bengali, Czech, French, Gujarati, Chinese, Polish, Portuguese, Punjabi, Slovak, Somali, Spanish, Turkish or Urdu).

For those entering the online survey via the shortened URL in the letter ([www.gpsurvey.net/login](http://www.gpsurvey.net/login)) or the short link in the SMS, there is a language selection option on the login page (see Figure 5.3).

**Figure 5.3: Introduction page for SMS route to online survey with language selection option**

**GP PATIENT SURVEY**

0% completed

A A A

Welcome and thank you for taking the time to answer these questions.

If you cannot complete the survey in one session and would like to stop and return later, just close the window and your responses will be saved. When you are ready, simply log in again using the same access code to return to the same point in the survey.

Please click on the Next button to advance through the survey. If you would like to skip a question, please click the Next button twice to move on to the next question.

We will keep your answers completely confidential.

What language would you like to complete the survey in?

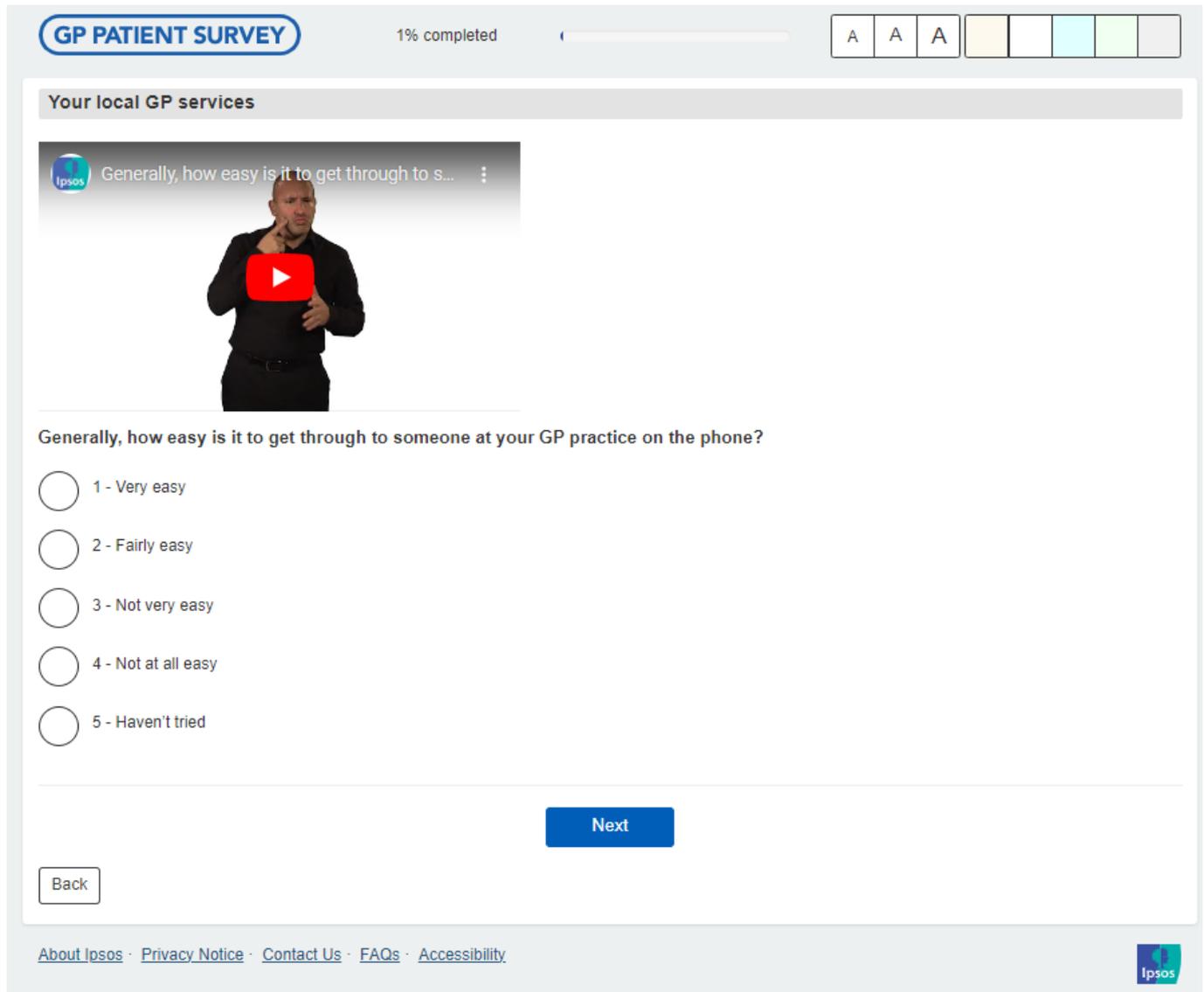
English

**Next**

[About Ipsos](#) · [Privacy Notice](#) · [Contact Us](#) · [FAQs](#) · [Accessibility](#)

Likewise, the option for patients to access the BSL version is via the page dedicated to supporting BSL users. This involves showing video clips of a BSL user signing the instructions, questions, and options available (see Figure 5.4). This year, a BSL logo was also added to the survey log-in page to help promote this option (see Figure 5.1).

**Figure 5.4: Viewing the questionnaire in BSL**



The screenshot displays the 'GP PATIENT SURVEY' interface. At the top, it shows '1% completed' and a progress bar. There are three 'A' icons for font size and a color selection palette. The main content area is titled 'Your local GP services' and features a video player with a BSL user signing the question: 'Generally, how easy is it to get through to someone at your GP practice on the phone?'. Below the video, the question is repeated in text. The response options are radio buttons labeled: '1 - Very easy', '2 - Fairly easy', '3 - Not very easy', '4 - Not at all easy', and '5 - Haven't tried'. Navigation buttons for 'Back' and 'Next' are present. The footer contains links for 'About Ipsos', 'Privacy Notice', 'Contact Us', 'FAQs', and 'Accessibility', along with the Ipsos logo.

GP PATIENT SURVEY 1% completed

Your local GP services

Generally, how easy is it to get through to someone at your GP practice on the phone?

1 - Very easy

2 - Fairly easy

3 - Not very easy

4 - Not at all easy

5 - Haven't tried

Next

Back

[About Ipsos](#) · [Privacy Notice](#) · [Contact Us](#) · [FAQs](#) · [Accessibility](#)

Ipsos

Table 5.3 details how many patients completed the 2023 survey in each available additional language and BSL. There were increases in the number completing online in another language (6,199 in 2023 compared with 5,391 in 2022), but a fall in the number using BSL (196 in 2023 compared with 225 in 2022).

**Table 5.3: Completes per language and BSL**

	Completes
Arabic	796
Bengali	234
Czech	90
French	137
Gujarati	136
Chinese	612
Polish	2,116
Portuguese	625
Punjabi	258
Slovak	132
Somali	59
Spanish	531
Turkish	344
Urdu	129
Total	6,199
BSL	196

## 5.6 Telephone completion

Patients are also able to complete the GPPS questionnaire on the telephone (including in the 14 additional languages) by calling the Freephone helplines. Patients are asked for their unique access code before they can complete the survey and there is an automatic check on the access code to ensure that it is valid for the live survey. Helpline staff enter callers' answers directly into the online version of the survey. In total, the helpline team assisted 646 patients in completing the survey during 2023 fieldwork, mostly because they needed help to understand the questions, but some also had a visual impairment or physical disability. In 2022, a Text Relay service was also added to the helpline. However, this year no participants completed the survey using this service.

## 5.7 Braille and large print versions

Braille users are offered the opportunity to receive the questionnaire and letter in Braille, and can then take part in the survey online. Large print is also made available for those who request a copy of the letter and questionnaire in this format. Returned large print questionnaires are entered manually into the online survey by the helpline team, using the patient's unique access code. This year there were 25 requests for a large print survey, of which four were returned, and one request for a Braille version, which was sent but the corresponding survey was not completed.

## 5.8 Respondent burden

Respondent burden provides information on the burden of those taking part in the survey. It is calculated using the Compliance Cost Model<sup>1</sup> formula shown below:

$$\text{burden} = n_{\text{resp,main\_surv}} \times \text{med}(t_{\text{main\_surv}})$$

burden = 'n<sub>resp,main\_surv</sub>' multiplied by med(t<sub>main\_surv</sub>).

'n<sub>resp,main\_surv</sub>' is the number of responses to the survey, including full and partial responses.

'med(t<sub>main\_surv</sub>)' is the median time taken to complete the survey.

For the 2023 GP Patient Survey the total compliance cost was 10,612,318 minutes. This is based on 759,149 full completes and 144,026 partial completes to the survey, with a median online completion time of 11.75 minutes.

<sup>1</sup> <https://gss.civilservice.gov.uk/wp-content/uploads/2015/12/Guidance-on-Calculating-Compliance-Costs.pdf>

**6**

# **Data analysis**

## 6 Data analysis

### 6.1 Questionnaire processing

As in previous years, paper questionnaires are returned in supplied freepost Business Reply Envelopes (2nd class) to the scanning house.

Envelopes are machine opened and questionnaires collated, guillotined and prepared for scanning. Any other items of correspondence are set aside for review and response by Ipsos or NHS England, as appropriate.

Questionnaires are scanned and processed using barcode recognition and Optical Mark Recognition technology, with operator verification of uncertain entries. All marks on the forms are recognised at this stage, regardless of whether they are in accordance with the questionnaire instructions.

Questionnaire data collected online is logically prevented from containing data contrary to the questionnaire instructions (such as multiple responses to a question requiring a single answer).

Written questionnaires were accepted and included if they were received by 31 March 2023, while the online survey closed on 3 April 2023.

### 6.2 Inclusions and exclusions

The rules and protocols used for delivering the data for the 2023 reports are unchanged from 2022 and are as follows:

- All questionnaires received with identifiable reference numbers allowing linkage to a GP practice, along with all completed online responses, are eligible for inclusion.
- Returned questionnaire figures are based only on those qualifying for inclusion in the dataset as described in this document.
- The published response rates are based on all completed, valid questionnaires returned and all questionnaires sent. They have not been adjusted to exclude questionnaires which did not reach the patient, e.g. where envelopes have been returned undelivered etc. However, weighted and adjusted response rates have also been included in [Chapter 7](#), which takes into account the selection likelihood and undelivered questionnaires. The following are excluded from the reports:
  - All questionnaires marked as completed by under-16s;
  - All questionnaires where there is only data for a limited number of questions (e.g. only the first page was completed).

- All questionnaires where the barcode number was not in the valid range for the live wave of the survey.
- All questionnaires without a valid practice code.
- All blank questionnaires.

Questionnaire data are combined from scanned and online data sources. Where duplicates between mode of completion exist, the data used are selected according to the case that is the most complete (i.e. with the fewest unanswered questions). If there is no difference in completeness, the data used are then selected according to a priority order with online data having precedence. Where paper duplicates exist, the earliest return is included.

### 6.3 Quality assurance

A number of checks were undertaken at key stages of the survey, including during the sample preparation and data cleaning stages. These help to identify obvious errors in the sample and response data, such as the inclusion of ineligible patients or incorrect coding.

### 6.4 Editing the data

The data editing procedures are unchanged for 2023. For the completed questionnaires which are on paper, there is a degree of completion error that occurs (e.g. ticking more than one box when only one response is required, answering a question that is not relevant, or missing questions out altogether). Therefore, it is necessary to undertake a certain amount of editing to ensure the data is logical. For example:

- If a patient ticks more than one box where only one answer is required, then their reply for that question is excluded.
- Where patients are allowed to select more than one box for a particular question, the reply for that question is excluded if they select two conflicting answers – for example, at Q3 ('Which of the following general practice online services have you used in the past 12 months?'), if a patient ticks any of the first four options as well as 'None of these', then their response for that question is excluded. The following list shows the questions this applies to, as well as the response options that are treated as single code only:
  - Q3 'Which of the following general practice online services have you used in the past 12 months?' – 'None of these'
  - Q5 'As far as you are aware, what general practice appointment times are available to you?' – 'Don't know'
  - Q10 'Before you tried to get this appointment, did you do any of the following?' – 'I did not try to get information or advice'

- Q13 ‘Were you asked for any information about your reasons for making the appointment?’ – ‘I was not asked for information’ and ‘Don’t know / can’t remember’
  - Q14 ‘Who asked you for information about your reasons for making an appointment?’ – ‘Don’t know / can’t remember’
  - Q15 ‘On this occasion, were you offered any of the following choices of appointment?’ – ‘None of these’, ‘Can’t remember’ and ‘I did not need a choice’
  - Q33 ‘Have you, at any time in the last 12 months, avoided making a general practice appointment for any reason?’ – ‘No’ and ‘I haven’t needed an appointment’
  - Q34 ‘Have you experienced any of the following over the last 12 months?’ – ‘None of these’
  - Q36 ‘Which, if any, of the following long-term conditions do you have?’ – ‘I do not have any long-term conditions’
  - Q44 ‘In the past 12 months, have you contacted an NHS service when you wanted to see a GP but your GP practice was closed?’ – ‘No’
  - Q45 ‘Considering all of the services you contacted, which of the following happened on that occasion?’ – ‘Can’t remember’
  - Q50 ‘Were you successful in getting an NHS dental appointment?’ – ‘Yes’ and ‘Can’t remember’
- If all boxes are left blank the reply for that question is excluded.
  - If a patient fails to tick the relevant answer for a filter question any responses are excluded from the subsequent questions relating to the filter question. For example, if a patient responds to Q8 (‘How often do you see or speak to your preferred GP when you would like to?’) without having first responded ‘Yes, for all appointments’ or ‘Yes, for some appointments but not others’ at Q7 (‘Is there a particular GP you usually prefer to see or speak to?’), their response to Q8 is removed.
  - For the question on whether they have a long-term health condition, disability, or illness (Q35), patients who initially answer other than ‘Yes’ have their answer recoded to ‘Yes’ if they went on to select any long-term conditions, disabilities or illness at Q36.
  - Where the ethnicity question (Q55) is multi-coded, patients are included in the ‘White English, Welsh, Scottish, Northern Irish or British’ group if this was selected alongside any other response. If someone selects more than one response under any of the ethnic groups (‘Mixed or Multiple ethnic groups’, ‘Asian or Asian British’, ‘Black, Black British,

Caribbean or African', and 'Other ethnic group') then they are recoded into the 'other' response within that grouping; for example, a patient selecting 'Indian' and 'Pakistani' is coded into 'Any other Asian background'. The same rule applies to multiple responses for patients who select more than one White ethnic background in cases where 'White English, Welsh, Scottish, Northern Irish or British' is not selected. If someone selected two or more responses which are not in the same section, they would be coded into the 'Any other ethnic group' category (again, with the exception of cases where 'White English, Welsh, Scottish, Northern Irish or British' was selected).

## 6.5 Weighting strategy

The GPPS 2023 weighting scheme followed the same strategy as in 2022. Weights were generated to correct for the sampling design and to reduce the impact of non-response bias. The weight was calculated using the following three stages:

- Step 1: creation of design weights to account for the unequal probability of selection;
- Step 2: generation of non-response weights to account for differences in the characteristics of responders and non-responders;
- Step 3: generation of calibration weights to ensure that the distribution of the weighted responding sample across practices resembles that of the population of eligible patients, and that the age and gender distribution within each Integrated Care System (ICS) matches the population of eligible patients within the ICS. In previous years this calibration was done at CCG level, but due to the abolition of CCGs, ICS was considered the most appropriate replacement. (More detail is available in the [Technical annex for 2022](#).)

Design weights were computed to correct for the disproportionate sampling of patients by GP practice, as the inverse of the probability of selection, i.e. by dividing the total number of eligible patients in the practice at the time of sampling by the number sampled.

Non-response weights were constructed using a model-based approach to estimate the probability of taking part in the survey. This model, created using the current year's data, estimated the probability of responding based on the age and gender of the patient and the socio-economic characteristics of the neighbourhood in which the patient lived. These weights aim to reduce the demographic and socio-economic differences between respondents and non-respondents.

Data from the GPPS sampling frame (patient's age, gender and region) was linked to external data using the home postcode of the patient. This consisted of measures from the 2011 Census: output area aggregated measures of ethnicity, marital status, overcrowding, household tenure and employment status, as well as the indicator of multiple deprivation score (IMD) and ACORN group.

The probability of response was estimated using a logistic regression model with response (or not) as the outcome measure and the measures described above included as covariates. Standardised design weights were applied when running the model to obtain unbiased estimates for the coefficients.

The model allows us to identify patterns in non-response behaviour: female patients were more likely to respond than male patients, younger patients were less likely to respond than older patients. There were also some differences by region, with response lowest in the North West and highest in the South West. Response was also lower in ACORN groups K ('Student Life'), P ('Struggling Estates') and Q ('Difficult Circumstances').

Response also decreased for patients living in Census Output Areas (OAs) with the following characteristics:

- higher levels of deprivation based on IMD scores;
- a higher proportion of people from ethnic minority backgrounds;
- a higher proportion of single, separated or divorced people;
- a higher proportion of households with three or more people;
- a higher proportion of privately rented households; and/or
- a lower proportion of employees.

The non-response weights were calculated as the reciprocal of the predicted probability of response estimated from the model. To avoid very large weights, the non-response weights were capped for the 0.3% largest values. The non-response weights were multiplied by the design weight to obtain the starting weights for the calibration.

The starting weights were then calibrated to practice population counts, and to population counts by age/gender within each ICS. The population totals used for the calibration were estimated from the sampling frame.

To avoid very large weights, the ratio of the calibration weights to their starting weights was trimmed at a value of 2.5. Finally, the weights were standardised to sum to the sample size.

## 6.6 Confidence intervals

Estimates from the GPPS are based on a sample of the population. Therefore, they are measures with some uncertainty. This uncertainty is represented by applying confidence intervals, which are ranges within which we are fairly confident (95%) that the true population value lies had everyone eligible for the survey been sampled and returned a questionnaire.

The table below gives examples of what the confidence intervals look like for a practice, PCN and ICS with an average number of responses, as well as the confidence intervals at the national level, based on weighted data.

**Table 6.1: Confidence interval examples for practices, PCNs, ICSs and national data**

Average sample size on which results are based		Approximate confidence intervals for percentages at or near these levels		
		Level 1: 10% or 90%	Level 2: 30% or 70%	Level 3: 50%
		+/- (percentage points)	+/- (percentage points)	+/- (percentage points)
National	759,149	0.10	0.15	0.17
ICS	18,075	0.64	0.98	1.07
PCN	592	3.23	4.94	5.39
Practice	118	6.64	10.14	11.07

For example, in an ICS where 18,075 people responded (the average number of responses at ICS level) and where 30% give a particular answer, the confidence interval is +/- 0.98 percentage points from that survey estimate (i.e. between 29.02% and 30.98%). The confidence intervals published here are a guide to the size of the confidence intervals around the GPPS data. Confidence intervals are also affected by weighting, and are wider where results are based on a smaller number of responses.

Lower and upper limits for confidence intervals for a selection of questions are presented in the practice, PCN and ICS Excel reports on the [Surveys and Reports page](#) of the website.

Within the context of GPPS, where some satisfaction scores are around 99%, there is more scope for a survey estimate to fall below 99% than above, purely because there are far more possible lower scores (this makes sense intuitively as well as probabilistically). The confidence interval has to take this limit into account, and, in such circumstances, the lower limit is expected to be larger than the upper limit. As a result, Wilson’s method is used to calculate confidence intervals, which accounts for this, and permits intervals to be asymmetric – i.e. the lower and upper limits can be unequal in size (unlike other confidence interval tests)<sup>2</sup>.

Power calculations are carried out to estimate the size of the real effect that would be required in order to be likely to find a statistically significant difference in the statistical test performed. This level of likelihood is called “power” and the acceptable level is usually set at 80%, i.e. the difference would be significant for 80% of the tests on average if the survey was repeated. Like the confidence intervals, the power calculations are based on weighted data. The following table shows the size of the real percentage point (pp) difference in the population between a pair of ICSs, pair of PCNs and pair of practices with an average number of responses, that would be detected with 80% power in the survey data<sup>3</sup>.

**Table 6.2: Power calculations for PCNs, ICSs and practices**

Average sample size on which results are based		Difference between the two estimates		
		Level 1: Lower estimate = 10% +/- (percentage points)	Level 2: Lower estimate = 30% +/- (percentage points)	Level 3: Lower estimate = 50% +/- (percentage points)
ICS	18,075	1.4	2.0	2.2
PCN	592	7.5	10.4	10.8
Practice	118	17.5	22.0	21.8

Using an example, comparing two practices with the same number of responses (118), if the result for the first practice was that 50% of patients said their experience of making an appointment was good (‘very good’ or ‘fairly good’), then the percentage in the second practice would need to be at least 71.8% or at most 28.2% for a statistical difference to be identified between these two practices with an acceptable level of statistical power (80%) i.e. 21.8 percentage points higher or lower, as outlined in the table above.

<sup>2</sup> Standard confidence interval testing uses the Wald method.

<sup>3</sup> Power calculations apply a statistical test to protect against the risk of false negatives. False negatives occur when a difference that does exist is declared as not existing.

**7**

# **Response rates**

## 7 Response rates

### 7.1 Unadjusted response rates (published)

The overall response rate for England was 28.6%, based on 2,654,180 questionnaires sent out and 759,149 returned.

**Table 7.1: Surveys sent, returned and response rates**

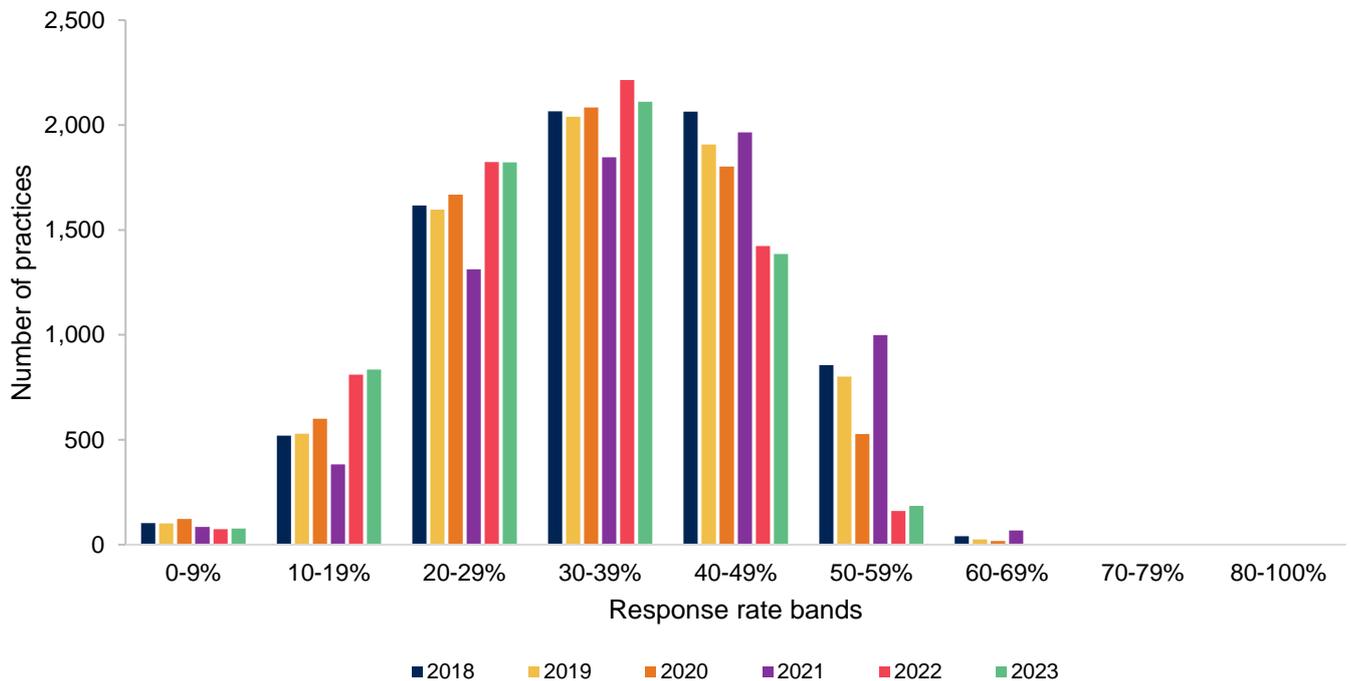
	Number sent	Number returned	Response rate
<b>Total</b>	2,654,180	759,149	28.6%

**Table 7.2: Response rates by gender**

	2023
<b>Women</b>	33.0%
<b>Men</b>	24.4%

**Table 7.3: Response rates by age**

	2023
<b>16-17</b>	14.7%
<b>18-24</b>	9.2%
<b>25-34</b>	12.2%
<b>35-44</b>	18.5%
<b>45-54</b>	27.6%
<b>55-64</b>	42.1%
<b>65-74</b>	58.7%
<b>75-84</b>	59.8%
<b>85+</b>	45.1%

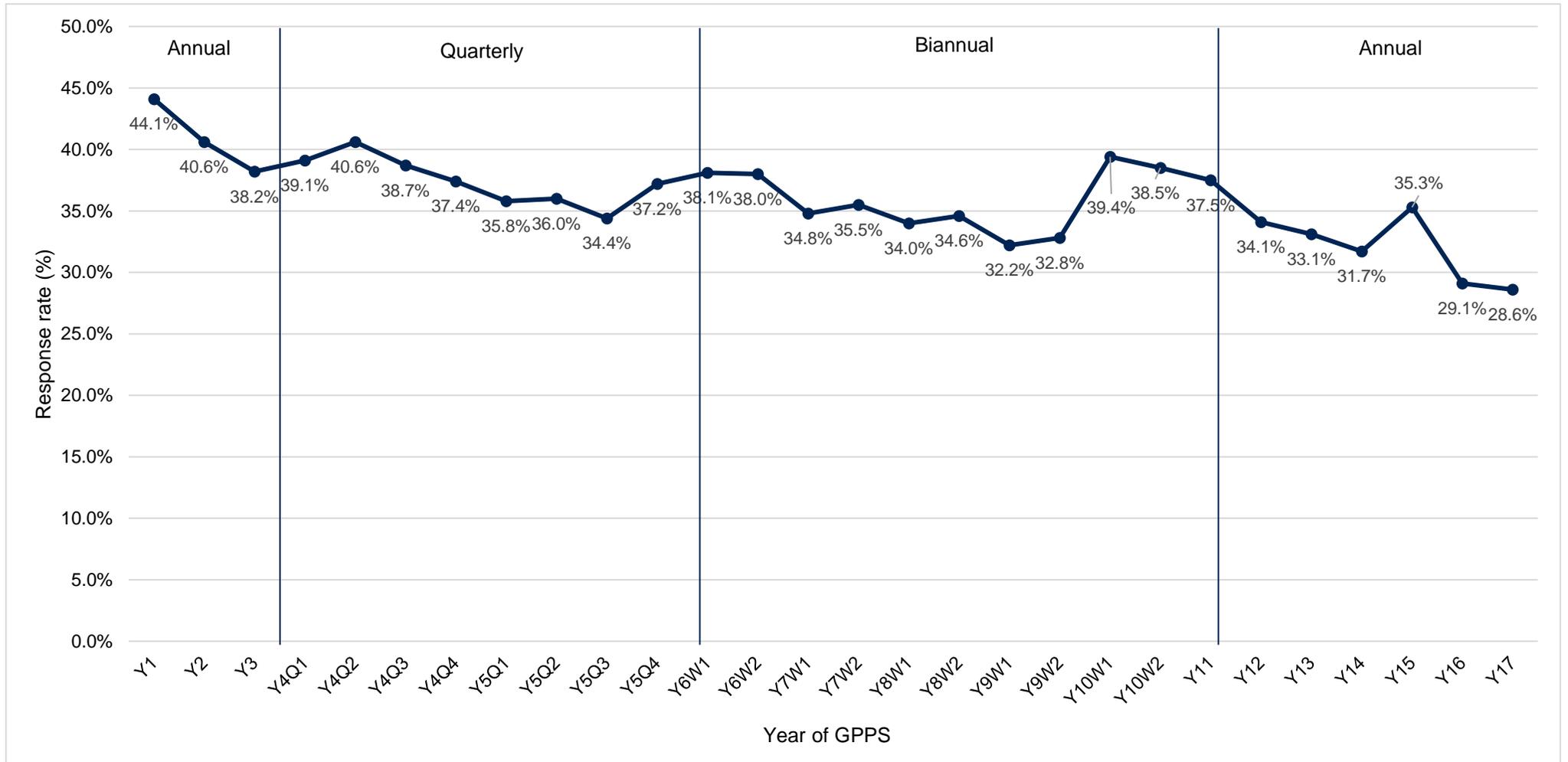
**Figure 7.1: Number of practices within each response rate band over time****Table 7.4: Number and proportion of practices within each response rate band<sup>4</sup>**

	Practices in 2023		Practices in 2022		Practices in 2021		Practices in 2020		Practices in 2019		Practices in 2018	
	No.	%										
<b>0-9%</b>	77	1%	74	1%	84	1%	122	2%	101	1%	103	1%
<b>10-19%</b>	834	13%	810	12%	382	6%	601	9%	529	8%	519	7%
<b>20-29%</b>	1,822	28%	1,823	28%	1,313	20%	1,668	24%	1,597	23%	1,617	22%
<b>30-39%</b>	2,111	33%	2,215	34%	1,847	28%	2,083	31%	2,039	29%	2,065	28%
<b>40-49%</b>	1,385	22%	1,423	22%	1,965	30%	1,802	26%	1,907	27%	2,064	28%
<b>50-59%</b>	185	3%	160	2%	999	15%	528	8%	801	11%	856	12%
<b>60-69%</b>	4	*	2	*	68	1%	17	*	25	*	41	1%
<b>70-79%</b>	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
<b>80-100%</b>	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
<b>Total</b>	6,418	100%	6,507	100%	6,658	100%	6,821	100%	6,999	100%	7,265	100%

For response rates prior to 2017, please see the [2017 technical annex](#).

<sup>4</sup> Please note that an asterisk (\*) indicates a percentage of less than 0.5% but greater than 0.

**Figure 7.2: National response rates to the survey over time**



## 7.2 Adjustments to response rate

Alternative presentations of response rates can mitigate the effects that some elements of a survey's methodology might have on the response rate calculation. Two such presentations are explained below.

### 7.2.1 Weighted response rate

As described in [Chapter 3 \(Sampling\)](#), the issued samples in GP practices with lower response rates are boosted to achieve a minimum sample size. One implication of this is that the issued sample is skewed towards GP practices where participation is likely to be lower. In other words, a patient registered at a practice with a low response rate has a higher chance of being selected for the GPPS than one at a same-sized practice with a high response rate. As a result, one would expect to observe a lower response rate overall compared with a design in which the sample was allocated to GP practices in proportion. Further, it means that comparisons of response rates between waves and with other surveys could be misleading as, by design, the GPPS over-samples patients who are less likely to participate, to ensure sufficient results are achieved from as many practices as possible.

To demonstrate the impact of this, it is recommended that both unweighted and weighted estimates of response rates are presented for samples with unequal selection weights. For example, Lynn et al. write that:

**'The importance of weighted outcome rates stems from the possibility that response rates could differ across strata or other intermediate sampling units which have different inclusion probabilities<sup>5</sup>.'**

Lynn et al.

For the GPPS sample, we know by design that the GP practices (the strata) in which patients have a higher inclusion probability are those with a lower response rate. A weighted response rate can therefore be calculated with the issued sample weighted by the original selection weight.

### 7.2.2 Adjusted response rate

It is also standard practice on many surveys to adjust the response rate to take into account the ineligible sample, i.e. participants who could never have been contacted or received a survey during the fieldwork period. For a postal survey this is difficult to calculate, but taking a conservative approach, it is possible to exclude undeliverable post, so those who did not receive a questionnaire pack. This is referred to as an adjusted response rate.

---

<sup>5</sup> Peter Lynn, Roeland Beerten, Johanna Laiho and Jean Martin (2001) Recommended Standard Final Outcome Categories and Standard Definitions of Response Rate for Social Surveys. ISER Working Papers Number 2001-23.

Table 7.5 presents both the weighted and adjusted response rates alongside the published (unweighted and unadjusted) response rate.

**Table 7.5: Unweighted, weighted and adjusted response rates**

	Unweighted/unadjusted response rate (published)	Weighted response rate (unadjusted)	Adjusted response rate (unweighted)
2023	28.6%	32.6%	29.7%

**8**

# **Reporting**

## 8 Reporting

### 8.1 Presentation of statistics

Many of the GP Patient Survey (GPPS) outputs lead with a summary result; a single statistic that provides a quick way of viewing the result for a question. This is usually an aggregation of two individual responses (e.g. '% Easy' is a combination of '% Very easy and '% Fairly easy') or a single response option (e.g. '% Yes').

For some questions it is not appropriate to present a summary result; for instance, where it is more useful to look at the responses individually and there is not a particular answer that suggests a more (or less) positive experience. An example of this is Q11: 'When would you have liked this appointment to be?'.

### 8.2 Calculation of results

Typically, all response options are included in the calculation of a question result. However, for some questions certain response options are excluded from the result where appropriate (e.g. 'Haven't tried', 'Can't remember', 'Don't know'), to provide a more accurate reflection of how those using a service evaluate it. These responses in general do not provide information about a patient's experience of GP services. Using Question 1 as an example, removing those who 'Haven't tried' to get through to their GP practice on the phone from the calculation provides a better reflection of the views of patients who had tried. This is shown in the table below using dummy data. Numbers and percentages are presented for the four response options 'Very easy', 'Fairly easy', 'Not very easy', and 'Not at all easy'.

Q1 Generally, how easy is it to get through to someone at your GP practice on the phone?					
Results			Summary results		
	n	%		n	%
Very easy	15	18%	Easy	45	53%
Fairly easy	30	35%			
Not very easy	20	24%	Not easy	40	47%
Not at all easy	20	24%			
Haven't tried	/	/	/	/	/
Base	85	100%		85	100%

Please note this method of results calculation (excluding certain response options) does not apply to the 'Create a crosstab' feature on the Analysis tool, which includes all response options in the calculations.

In addition, there are three questions where the excluded response option percentages are presented separately in some reports, as these are likely to be of particular interest:

- Q4: 'Haven't tried' – How easy is it to use your GP practice's website to look for information or access services?

- Q6: 'I'm not sure when I can get an appointment' – How satisfied are you with the general practice appointment times that are available to you?
- Q16: 'I was not offered an appointment' – Were you satisfied with the appointment (or appointments) you were offered?

If you have any questions about the presentation of the results, please [email the research team](#).

### 8.3 Trend data

As discussed in [Chapter 2 \(Questionnaire and material design\)](#), minor changes were made to the questionnaire in 2023 to ensure that it continued to reflect how primary care services are delivered and how patients access them. Changes to the questionnaire can impact the comparability of questions over time, even where wording may remain the same or similar. The availability of trends for each question is outlined in [the appendices](#).

In the latest survey, most trends are available back to 2018, where the survey underwent a significant redevelopment and an extension to the sampling frame to include 16 and 17 year olds. Please see the 2018 Technical Annex for further detail.

Trends are presented in the following outputs:

- National report
- National infographic
- National results and trends
- Analysis tool
- Integrated care system (ICS) slide packs
- Primary care network (PCN) dashboard

For a small number of questions, and at national level only, trend data may be presented going back to 2012 (depending on when the question was introduced). These questions were not impacted by changes made to the content of the questionnaire or the sampling frame in previous years. Trends for these questions are available in the National results and trends document:

- **Your local GP services:** Q1 (ease of getting through to practice on the phone), Q2 (helpfulness of receptionists)
- **When your GP practice is closed:** Q46 (speed of care and advice received), Q47 (overall experience)
- **NHS dentistry:** Q51 (overall experience of NHS dentistry)

- **Some questions about you:** Q58 (caring responsibilities), Q59 (parent/legal guardian), Q60 (deaf/sign language), Q62 (sexuality), Q63 (religion)

In addition, Q36 (long-term condition), Q55 (ethnicity) and Q56 (age) have had changes to their answer codes but trends have been maintained for these questions from 2012 onwards. Where these trends are shown, changes in the answer codes are clearly signposted.

As a further reminder, when looking at trend data, it is important to note that analysis in Year 11 (2017) identified a fieldwork timing effect, the impact of the survey moving from a bi-annual format (between 2011 and 2016) to annual in 2017. This found evidence of systematic differences in the data collected between the Wave 1 (July-September) and Wave 2 (January-March) fieldwork periods. For full details of this analysis please see the note [Technical note on fieldwork timing effect](#).

Please note if manually comparing data from 2019 onwards with 2018 using the Excel/csv reports published in their respective years, the percentages for some questions are calculated differently (as outlined in the 'Calculation of results' section above), and care should be taken to ensure that any results are compared on the same basis. Please see the '[Presentation of Statistics](#)' document for further information.

## 8.4 Suppression

Suppression is used to prevent individuals and their responses being identifiable in the data, and to ensure results based on very small numbers of respondents are not released.

The suppression methods for the 2023 survey have been updated to include the [NHS Information Standards Board Anonymisation Standard](#) which fell within NHS England's remit during the amalgamation of organisations that took place over 2022 and 2023. The GP Patient Survey now uses two types of suppression:

- In cases where a result is based on fewer than 10 people (unweighted), the result has been suppressed. For example, where fewer than 10 people answered a question from a particular organisation, the results are not shown for that question for that organisation. This method was applied in previous years, however it used both the weighted and unweighted base. It now just uses the unweighted base.
- In addition, for organisations with an eligible population of 1,000 or less, individual response option counts below 5 (but excluding 0) and corresponding percentages have been suppressed for the relevant questions in the 'Some questions about you' section and questions relating to long-term conditions, disabilities, or illnesses. In instances where only one response option is suppressed for these questions, the next lowest response option has also been suppressed to prevent back calculation of the primary suppressed result. The questions which this suppression method relates to are listed in the table below. 'Population' for the GP Patient Survey is defined as the number of patients on the GP registered list for that organisation.

Please note due to the technical limitations of the analysis tool and the PCN dashboard it has not been possible to apply this suppression method to the affected organisations and questions. As such, these specific question results for these organisations are absent from these outputs. Please note that the number of organisations affected for the relevant questions is very small. To see the full results for an organisation, if not available in the tool or dashboard, please visit the Survey and Reports page: <https://www.gp-patient.co.uk/surveysandreports>.

An additional suppression measure has been taken for Q35 due to the question including a response that is excluded from percentage calculations. Where fewer than 5 or more than 0 patients selected 'don't know / can't say', the total base has been suppressed to prevent back-calculation of a suppressed response.

**Table 8.1: List of quasi-identifiable questions**

	Question text
<b>LTC status (Q35)</b>	Do you have any long-term physical or mental health conditions, disabilities or illnesses?
<b>LTC (Q36)</b>	Which, if any, of the following long-term conditions do you have?
<b>Long-Covid (Q37)</b>	Would you describe yourself as having "long COVID", that is, you are still experiencing symptoms more than 12 weeks after you first had COVID-19, that are not explained by something else?
<b>Gender (Q53)</b>	Which of the following best describes you?
<b>Gender identity same as sex at birth (Q54)</b>	Is your gender identity the same as the sex you were registered at birth?
<b>Ethnicity (Q55)</b>	What is your ethnic group?
<b>Age (Q56)</b>	How old are you?
<b>Occupation status (Q57)</b>	Which of these best describes what you are doing at present?
<b>Carer status (Q58)</b>	Do you look after, or give any help or support to, family members, friends, neighbours or others because of either: long-term physical or mental ill health / disability, or problems related to old age?
<b>Parent or legal guardian status (Q59)</b>	Are you a parent of or a legal guardian for any children aged under 16 living in your home?
<b>Deaf person using sign language (Q60)</b>	Are you a deaf person who uses sign language?
<b>Sexual orientation (Q62)</b>	Which of the following best describes how you think of yourself?

Religion (Q63)	Question text
	Which, if any, of the following best describes your religion?

## 8.5 Weighting

All published GPPS outputs show the weighted results. Weighting ensures results are more representative of the population of patients aged 16 or over registered with a GP practice. Unweighted base sizes, alongside weighted base sizes, are reported in most outputs to provide transparency on the actual number of patients who responded to a question.

Further information of the weighting strategy is provided in section 6.5.

## 8.6 Organisation mapping

GP practices are mapped to Integrated Care Systems and NHS Regions using the 'epracur' file, and are mapped to Primary Care Networks using the 'ePCN' file, both available from NHS Digital. The 'epracur' and 'ePCN' files used are the versions available at the end of fieldwork (April) for the respective survey, therefore results are presented under the latest organisation names available upon fieldwork closing.

Please note this mapping in some cases may not reflect where patients live. For example, 'GP at Hand' is assigned to NHS North West London Integrated Care System and has registered practices in London and Birmingham.

## 8.7 Changes to Excel reports

The format of the Excel reports has changed for the 2023 results. There will be three Excel reports published for 2023 and these will present the weighted percentage results (the proportion of patients selecting an answer) alongside the unweighted base (the unweighted base is the actual number of patients responding to a question). It is recommended that weighted percentage results are used as they have been adjusted to improve the representativeness of the results. These changes have been made to simplify the presentation of results.

If weighted bases and weighted response counts are required for any question these are contained in the published weighted csv files. Unweighted results in csv files will not be available on publication day, please email [GPPatientSurvey@ipsos.com](mailto:GPPatientSurvey@ipsos.com) for access if required.

## 8.8 Deliverables

The survey reporting specifications were created by Ipsos in collaboration with NHS England. The specifications detail the content and layout of each of the Excel and PDF reports required, as well as the SPSS datasets.

All data and reports are encrypted and supplied to NHS England via a secure FTP (File Transfer Protocol) site.

Tables 8.1 to 8.4 describe the reports and datasets which are produced, including the presentation of statistics in each.

**Table 8.2: Reports (published via the [www.gp-patient.com](http://www.gp-patient.com) website)**

	Detail / purpose
<b>National report</b>	National results presented in a PowerPoint report
<b>National results and trends</b>	National results and trends for all questions, presented in table format
<b>National infographic</b>	Selected national headline results in a visual format
<b>ICS slide packs</b>	42 PowerPoint reports containing results for a selection of key questions for individual ICSs (and variation by PCN within ICS)
<b>PCN dashboard (PowerBI) (<a href="http://gp-patientsurvey.co.uk/pcn-report">gp-patientsurvey.co.uk/pcn-report</a>)</b>	An interactive, visual tool showing results for each PCN (Primary Care Network) in PowerBI, hosted on the GPPS website, showing variation by practice within PCN and comparisons with national results
<b>Patient experience and compare practices tool (<a href="http://gp-patientsurvey.co.uk">gp-patientsurvey.co.uk</a>)</b>	Results for a selection of key questions for individual practices (alongside ICS and national results) Compare a practice with up to two other practices Filter results by demographics (gender, age, ethnicity, long-term condition or disability status)
<b>GP practice output</b>	Downloadable results for every GP practice in a visual PowerPoint format for a selection of questions
<b>Analysis tool (<a href="http://gp-patientsurvey.co.uk/analysis-tool">gp-patientsurvey.co.uk/analysis-tool</a>)</b>	Use the analysis tool to look at the survey results (at national, ICS, PCN and practice level) across years, and to analyse and compare results for specific groups of patients (e.g. by age, ethnicity and more)
<b>National data (.csv)</b>	A CSV (Comma-separated value) file that contains the national-level results
<b>ICS results (Excel)</b>	An Excel report containing the ICS-level results and the national results presented in a table format
<b>ICS data (.csv)</b>	A CSV (Comma-separated value) file that contains the ICS-level results

	Detail / purpose
PCN results (Excel)	An Excel report containing the PCN-level results and the national results presented in a table format
PCN data (.csv)	A CSV (Comma-separated value) file that contains all the PCN-level results
Practice results (Excel)	An Excel report containing the practice-level results and the national results presented in a table format
Practice data (.csv)	A CSV (Comma-separated value) file that contains all the practice-level results

**Table 8.3: Weighted and unweighted datasets provided to NHS England (not published)**

	Detail / purpose
Person dataset	Person level dataset (SPSS) to allow for a range of further analysis
Practice dataset	Practice level dataset (SPSS) to allow for a range of further analysis
PCN dataset	PCN level dataset (SPSS) to allow for a range of further analysis
ICS dataset	ICS level dataset (SPSS) to allow for a range of further analysis
National dataset	National level dataset (SPSS) to support further analysis
Dentistry person dataset	Person level dataset (SPSS) to allow for a range of further analysis based on dentistry questions

**Table 8.4: Technical documents (published via the website)**

	Detail / purpose
Technical annex	Report to communicate operational details of survey
Presentation of statistics	Excel report to explain how results are calculated and presented across the various survey outputs
List of reporting variables	A CSV (Comma-separated value) file that lists all the survey questions and where you can find them in the CSV files

### 8.9 The GPPS ‘Surveys and Reports’ link

The [Survey and Reports page](#) on the GPPS website allows users to access and download the published surveys and reports including ICS slide packs, the PCN dashboard, Excel/csv reports, and National Infographic. Users select the year of publication and are presented with the materials relevant to that publication, organised at national, ICS, PCN and practice level. Users can access all published current and archived reports from 2007 onwards.

Figure 8.1: Survey and reports link on the GPPS website

Fieldwork: January - April 2023

For 2023, unweighted excel result and csv data files will not be published. These changes have been made to simplify the presentation of results. Weighted excel result and csv data files will continue to be published.

For the full unweighted results please email: [GPPatientSurvey@ipsos.com](mailto:GPPatientSurvey@ipsos.com).

You can compare results across years from 2018 onwards using our [Analysis tool](#)

Minor changes were made to the questionnaire in 2023 and 2022 to ensure that it continued to reflect how primary care services are delivered and how patients experience them. This followed more substantial changes in 2021. Due to these changes, there was a break in trends for a number of questions for the 2021 publication, with a few further breaks in 2022 and 2023. However, for many questions trends are available back to 2018. The effect of the pandemic should be taken into account when looking at results over time where trends are available.

Data was available at PCN and ICS level for the first time in 2022 (CCG data is available prior to this).

For more information on these changes please refer to the [2023 technical report](#).

National Outputs

- [National infographic](#)
- [National report](#)
- [National results and trends](#)

Additional Outputs

- [ICS slide packs](#)
- [PCN dashboard](#)

Survey Materials

- [Questionnaire](#)
- [Letter](#)

Additional Materials

- [Technical Annex](#) ⓘ
- [Note on changes to the survey](#)
- [List of reporting variables \(CSV\)](#) ⓘ
- [Presentation of statistics](#)

All current reports for national, ICS, PCN and practice level are accessible through this page, along with the other published reports as detailed in tables 8.1 - 8.4. Please note that prior to 2022, reports are available for Clinical Commissioning Groups (CCG). These are no longer provided following changes to NHS reporting geographies: CCGs were abolished by the Health and Care Act 2022 and their powers transferred to Integrated Care Systems (ICS). Reports are now available for Primary Care Networks (PCN) and Integrated Care Systems (ICS).<sup>6</sup>

The ICS slide packs can be accessed by using the ICS drop down or the green button under 'Additional outputs'. Both link to the [ICS slide packs page](#) for the 2023 survey. The ICS slide packs are grouped by NHS region and listed alphabetically under each, to allow easy access to the PowerPoint reports (see Figure 8.2). ICS slide packs are also available for the 2022 and 2021 survey. Prior to 2021, organisation slide packs were available at CCG level for the January 2015 publication onwards.

**Figure 8.2: ICS slide packs page**



## ICS slide packs (2023)

Download your ICS slide pack for 2023 to view the results for key questions with comparative 2020 data, where available. In many cases these results exclude the non-specific response options (e.g. 'Don't know', 'Haven't tried', 'Can't say' / 'Doesn't Apply') to provide a more accurate reflection of how those using a service evaluate it. For more detail see the Presentation of Statistics document on the main [Surveys and Reports](#) page.

If you are having trouble opening the slide packs, or if you would like them in a different format, please contact [gppatientsurvey@ipsos.com](mailto:gppatientsurvey@ipsos.com). Some users are receiving an error message when downloading the slide packs; this is a result of different versions of PowerPoint but you should be able to open the file if you save it first or try a different browser.



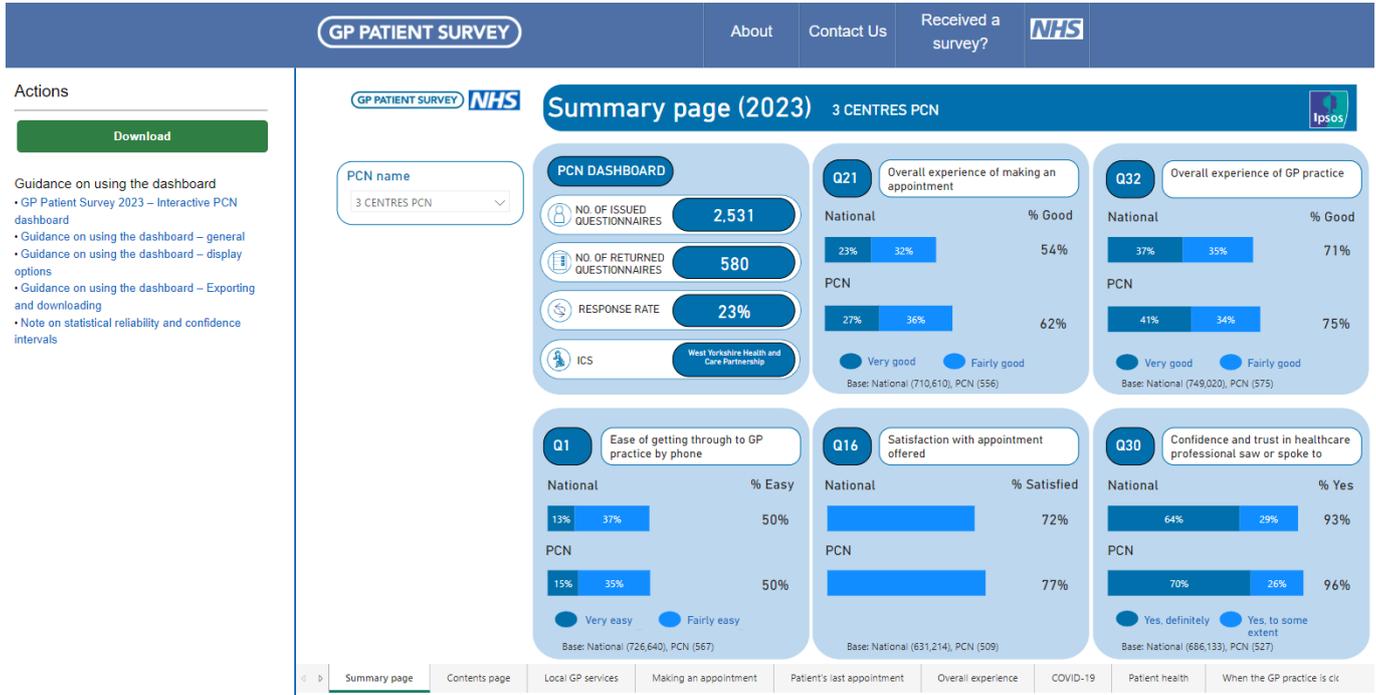
### EAST OF ENGLAND

- [BEDFORDSHIRE, LUTON AND MILTON KEYNES ICS](#)
- [CAMBRIDGESHIRE AND PETERBOROUGH ICS](#)
- [HERTFORDSHIRE AND WEST ESSEX ICS](#)
- [MID AND SOUTH ESSEX ICS](#)
- [NORFOLK AND WAVENEY ICS](#)
- [SUFFOLK AND NORTH EAST ESSEX ICS](#)

<sup>6</sup> Prior to January 2016, reports are available for Regions and Area Teams; these are no longer provided following the integration of Area Teams into the four Regional Teams which existed at that time.

The PCN dashboard can be accessed by using the PCN drop down or the green button under 'Additional outputs'. Both link to the [PCN dashboard](#) which provides an interactive tool with results for all questions for individual PCNs including trends (and variation by practice within PCN for the latest years' data) (see Figure 8.3). This report contains results from 2020 onwards.

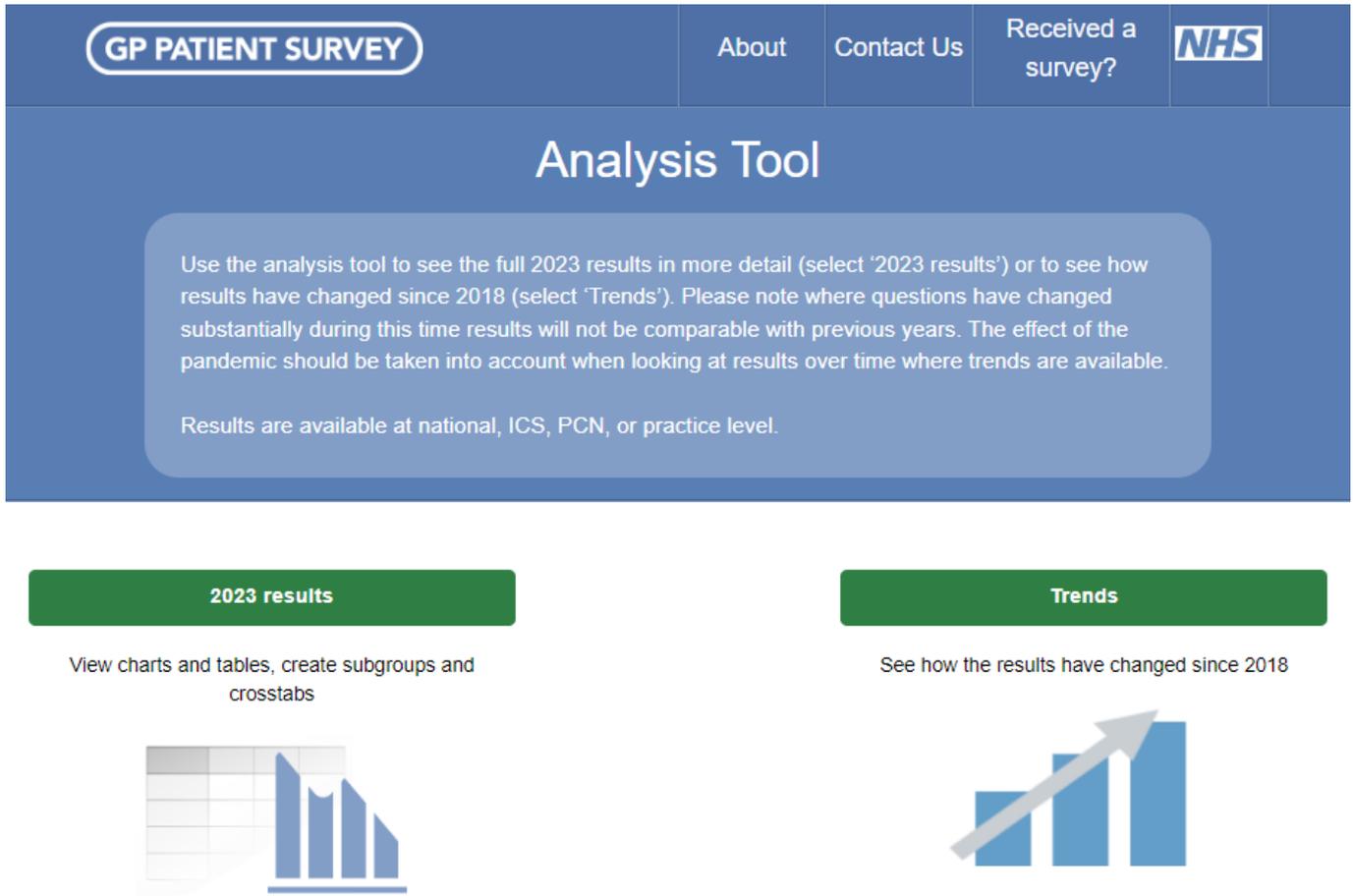
**Figure 8.3: PCN dashboard page**



### 8.10 The GPPS analysis tool

The GPPS analysis tool is designed to help users analyse GPPS data. It was redeveloped for publication in 2018, and a trend data function was added in 2019.

Figure 8.4: Website analysis tool home page



Pre 2018 data is not shown in this tool because the questionnaire was significantly redeveloped ahead of 2018 fieldwork to reflect changes to primary care services in England as set out in the GP Forward View.

From the main Analysis Tool homepage users first select whether to look at 2023 results (current data) or trends:

### 8.10.2 2023 results

This section allows users to look at the data from the most recent publication.

Results can be viewed at practice, PCN, ICS, and national level. ICS has been added to the analysis tool for the first time in 2023. After selecting an organisation level there are two options:

- **View Results:** this section of the website allows the user to select a question or series of questions and view the results as a table or chart for their selected organisations These findings can be filtered based on different patient groups, for example, by gender, age or long-term condition.

- It is also possible to add other organisation results. Up to four additional geographies or organisations may be added for comparison.
  - When selecting a practice, for example, two additional practice results, results for the relevant PCN, and the national results for comparison. Alternatively, one additional practice and the PCN, ICS and national results.
  - When selecting a PCN, add up to two additional PCN results, one ICS result, and the national results for comparison.
  - When selecting an ICS, add up to three additional ICS results, and the national results for comparison.
- All charts are available for download in Excel and PowerPoint formats.
- **Create a crosstab:** this section of the website allows the user to create crosstabulations of the data, to look at the relationship between two questions in table format. For example, when the patient would have liked the appointment to be (Q11) analysed by satisfaction with the appointment offered (Q16). This can also be filtered based on patient groups, for example, by gender, age or working status, and the results are available to download in Excel format.
- The number of levels available in the crosstab function varies by the organisation level selected:
  - Practice crosstab: 1 additional level. Split the responses to a question, or set of questions, by one additional variable.
  - PCN crosstab: 1 additional level. Split the responses to a question, or set of questions, by one additional variable.
  - ICS crosstab: 2 additional levels. Split the responses to a question, or set of questions, by up to two additional variables.
  - National crosstab: 3 additional levels. Split the responses to a question, or set of questions by, up to three additional variables.

**Figure 8.5: Analysis tool cross-tabulation function**

**Q32. Overall, how would you describe your experience of your GP practice?**

Comparator question 1: How old are you? (Q56)

Q56	Total	aged 16 to 24		aged 25 to 34		aged 35 to 44		aged 45 to 54		aged 55 to 64		aged 65 to 74		aged 75 to 84		aged 85 and over	
Base	745763	68571		124105		132753		128401		123453		89016		59277		20188	
Very good	37% 274526	26%	18167	29%	36532	32%	43029	37%	47654	42%	51631	45%	39632	48%	28171	48%	9710
Fairly good	35% 257519	37%	25680	35%	43126	35%	46440	34%	43546	33%	41135	34%	30452	34%	20295	34%	6843
Neither good nor poor	15% 108305	19%	13325	17%	21518	15%	20515	14%	17996	13%	15757	12%	10598	11%	6441	11%	2156
Fairly poor	8% 62297	10%	6838	10%	12565	10%	12902	9%	11219	7%	9183	6%	5606	5%	3048	5%	936
Very poor	6% 43117	7%	4562	8%	10363	7%	9866	6%	7986	5%	5747	3%	2727	2%	1322	3%	544

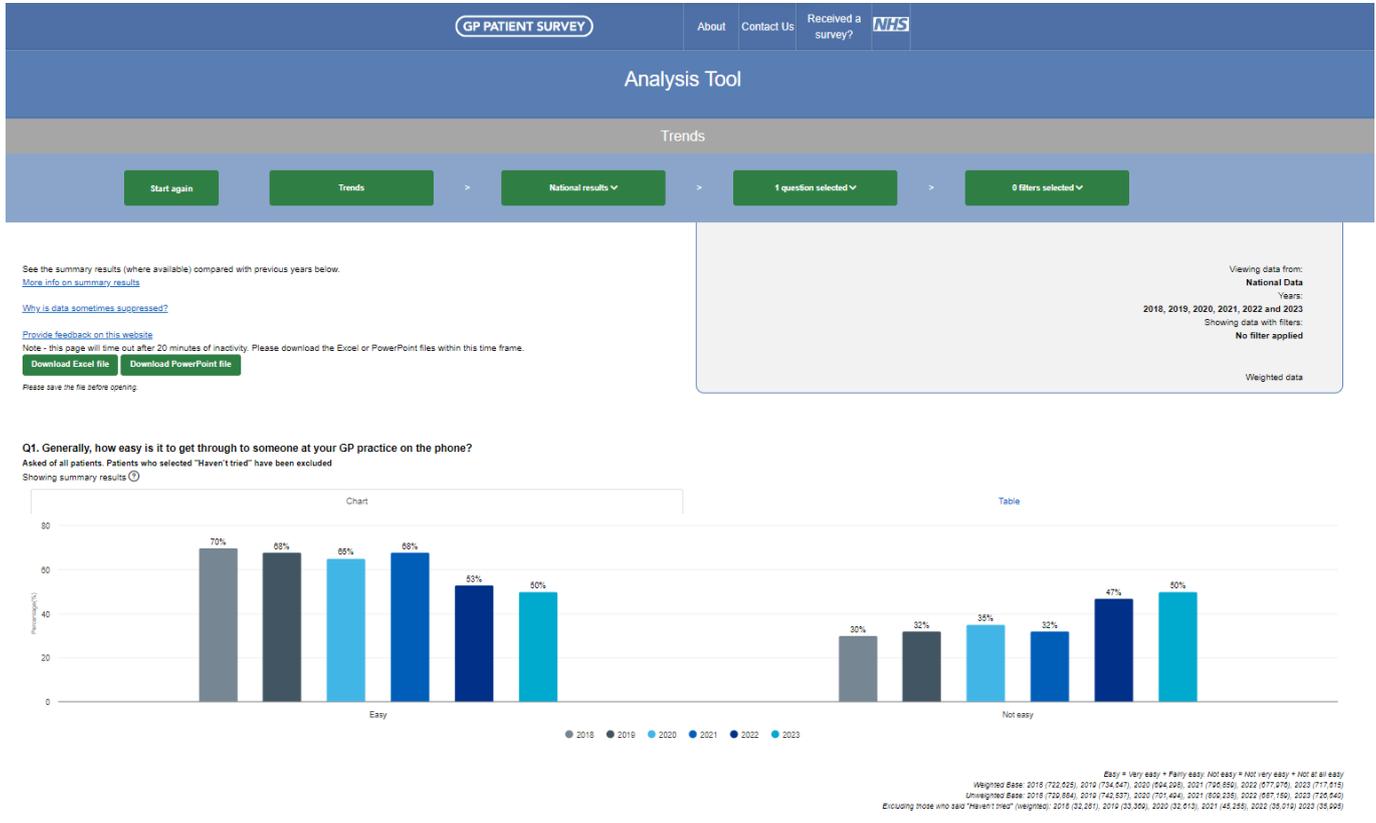
Weighted Base: National (745763)  
Unweighted Base: National (744475)

**Select subgroups:** this option allows users to interrogate the data further by examining the responses collected from different patient groups, for example, those aged 16-24. This presents national data by default, but results can also be filtered by an ICS, PCN or practice.

### 8.10.3 Trends

This section allows users to compare current data with previous years' data. Note that this option displays summary results where available (see section 8.1).

Figure 8.6: Website analysis tool – Trends 2018, 2019, 2020, 2021, 2022, and 2023



### 8.11 Practice comparison tool

Since June 2015, the main GPPS website also allows users to compare results across practices. This tool is available either through the practice search function on the home page or via the 'Search for a practice' and 'Compare a practice' links on the home page.

The practice comparison tool allows users to:

- view the results for a particular practice for a set of key questions, and compare these results with the local ICS and national results;
- compare results with another local practice (within a 5-mile radius); and
- compare results with any other practice in the country.

**9**

# **Appendix**

## 9 Appendix

### 9.1 Questionnaire changes and trends

**Table 9.1: Full list of 2023 questions, including changes and existence of trend data**

2022 question numbers	2023 question numbers	2023 question wording	Change to question	Data trend maintained
Q1	Q1	Generally, how easy is it to get through to someone at your GP practice on the phone?	No change	Yes
Q2	Q2	How helpful do you find the receptionists at your GP practice?	No change	Yes
Q3	Q3	Which of the following general practice online services have you used in the past 12 months?	Response option changes	No
Q4	Q4	How easy is it to use your GP practice's website to look for information or access services?	No change	Yes
Q5	Q5	As far as you are aware, what general practice appointment times are available to you?	No change	Yes
Q6	Q6	How satisfied are you with the general practice appointment times that are available to you?	No change	Yes
Q7	Q7	Is there a particular GP you usually prefer to see or speak to?	No change	Yes
Q8	Q8	How often do you see or speak to your preferred GP when you would like to?	No change	Yes
Q9	Q9	When did you last try to make a general practice appointment, either for yourself or for someone else?	Instruction change	Yes
Q10	Q10	Before you tried to get this appointment, did you do any of the following?	No change	Yes
Q11	Q11	When would you have liked this appointment to be?	No change	Yes

2022 question numbers	2023 question numbers	2023 question wording	Change to question	Data trend maintained
Q12	Q12	How did you try to book the appointment?	Response option changes	No
Q13	Q13	Were you asked for any information about your reasons for making the appointment?	No change	Yes
Q14	Q14	Who asked you for information about your reasons for making an appointment?	No change	Yes
Q15	Q15	On this occasion, were you offered any of the following choices of appointment?	Response option changes	Yes
Q16	Q16	Were you satisfied with the appointment (or appointments) you were offered?	No change	Yes
Q17	Q17	If you did not get an appointment, why was that?	No change	Yes
Q18	Q18	What did you do when you did not get an appointment?	No change	Yes
Q19	Q19	What type of appointment did you get?	Response option changes	No
Q20	Q20	How long after initially trying to book the appointment did the appointment take place?	No change	Yes
Q21	Q21	Overall, how would you describe your experience of making an appointment?	No change	Yes
Q22	Q22	When was your last general practice appointment?	Instruction change	Yes
Q23	Q23	What type of appointment was your last general practice appointment?	Response option changes	No
Q24	Q24	Were you given a time for the appointment?	No change	Yes
Q25	Q25	Did your appointment happen at the time, or during the slot, you were given?	No change	Yes
Q26	Q26	Who was your last general practice appointment with?	No change	Yes

2022 question numbers	2023 question numbers	2023 question wording	Change to question	Data trend maintained
Q27	Q27	Last time you had a general practice appointment, how good was the healthcare professional at each of the following? Giving you enough time	No change	Yes
Q27	Q27	Last time you had a general practice appointment, how good was the healthcare professional at each of the following? Listening to you	No change	Yes
Q27	Q27	Last time you had a general practice appointment, how good was the healthcare professional at each of the following? Treating you with care and concern	No change	Yes
Q28	Q28	During your last general practice appointment, did you feel that the healthcare professional recognised and/or understood any mental health needs that you might have had?	No change	Yes
Q29	Q29	During your last general practice appointment, were you involved as much as you wanted to be in decisions about your care and treatment?	No change	Yes
Q30	Q30	During your last general practice appointment, did you have confidence and trust in the healthcare professional you saw or spoke to?	No change	Yes
Q31	Q31	Thinking about the reason for your last general practice appointment, were your needs met?	No change	Yes
Q32	Q32	Overall, how would you describe your experience of your GP practice?	No change	Yes
Q33	Q33	Have you, at any time in the last 12 months, avoided making a general practice appointment for any reason?	No change	Yes
Q34	Q34	Have you experienced any of the following over the last 12 months?	No change	Yes

2022 question numbers	2023 question numbers	2023 question wording	Change to question	Data trend maintained
Q35	Q35	Do you have any long-term physical or mental health conditions, disabilities or illnesses?	No change	Yes
Q36	Q36	Which, if any, of the following long-term conditions do you have?	No change	Yes
Q37	Q37	Would you describe yourself as having “long COVID”, that is, you are still experiencing symptoms more than 12 weeks after you first had COVID-19, that are not explained by something else?	No change	Yes
Q38	Q38	Do any of these conditions or illnesses reduce your ability to carry out your day-to-day activities?	Question change	Yes
Q39	Q39	How confident are you that you can manage any issues arising from your condition (or conditions)?	No change	Yes
Q40	Q40	In the last 12 months, have you had enough support from local services or organisations to help you to manage your condition (or conditions)?	No change	Yes
Q41	Q41	Have you had a conversation with a healthcare professional from your GP practice to discuss what is important to you when managing your condition (or conditions)?	No change	Yes
Q42	Q42	Have you agreed a plan with a healthcare professional from your GP practice to manage your condition (or conditions)?	No change	Yes
Q43	Q43	How helpful have you found this plan in managing your condition (or conditions)?	No change	Yes
Q44	Q44	In the past 12 months, have you contacted an NHS service when you wanted to see a GP but your GP practice was closed?	No change	Yes
Q45	Q45	Considering all of the services you contacted, which of the following happened on that occasion?	No change	Yes

2022 question numbers	2023 question numbers	2023 question wording	Change to question	Data trend maintained
Q46	Q46	How do you feel about how quickly you received care or advice on that occasion?	No change	Yes
Q47	Q47	Overall, how would you describe your last experience of NHS services when you wanted to see a GP but your GP practice was closed?	No change	Yes
Q48	Q48	When did you last try to get an NHS dental appointment for yourself?	No change	Yes
Q49	Q49	Last time you tried to get an NHS dental appointment, was it with a dental practice you had been to before for NHS dental care?	No change	Yes
Q50	Q50	Were you successful in getting an NHS dental appointment?	No change	Yes
Q51	Q51	Overall, how would you describe your experience of NHS dental services?	No change	Yes
Q52	Q52	Why haven't you tried to get an NHS dental appointment in the last two years?	No change	Yes
Q53	Q53	Which of the following best describes you?	No change	Yes
Q54	Q54	Is your gender identity the same as the sex you were registered at birth?	No change	Yes
Q55	Q55	What is your ethnic group?	No change	Yes
Q56	Q56	How old are you?	No change	Yes
Q57	Q57	Which of these best describes what you are doing at present?	No change	Yes
Q58	Q58	Do you look after, or give any help or support to, family members, friends, neighbours or others because of either: <ul style="list-style-type: none"> <li>• long-term physical or mental ill health / disability, or</li> <li>• problems related to old age?</li> </ul>	No change	Yes

2022 question numbers	2023 question numbers	2023 question wording	Change to question	Data trend maintained
Q59	Q59	Are you a parent of or a legal guardian for any children aged under 16 living in your home?	No change	Yes
Q60	Q60	Are you a deaf person who uses sign language?	No change	Yes
Q61	Q61	Which of the following best describes your smoking habits?	No change	Yes
Q62	Q62	Which of the following best describes how you think of yourself?	No change	Yes
Q63	Q63	Which, if any, of the following best describes your religion?	No change	Yes

## 9.2 Questionnaire



# GP PATIENT SURVEY

Please answer the questions below by putting an **X** in **one box** for each question unless more than one answer is allowed (these questions are clearly marked). We will keep your answers completely confidential.

If you would prefer to **fill in the survey online**, please go to [www.gp-patient.co.uk/survey](http://www.gp-patient.co.uk/survey)

Access code:



### Your local GP services

**Q1 Generally, how easy is it to get through to someone at your GP practice on the phone?**

- Very easy
- Fairly easy
- Not very easy
- Not at all easy
- Haven't tried

**Q2 How helpful do you find the receptionists at your GP practice?**

- Very helpful
- Fairly helpful
- Not very helpful
- Not at all helpful
- Don't know

**Q3 Which of the following general practice online services have you used in the past 12 months?**  
By 'online' we mean on a website or smartphone app.  
Please put an **X** in **all** the boxes that apply.

- Booking appointments online
- Ordering repeat prescriptions online
- Accessing my medical records online
- Filling in an online form
- None of these

**Q4 How easy is it to use your GP practice's website to look for information or access services?**

- Very easy
- Fairly easy
- Not very easy
- Not at all easy
- Haven't tried

**Q5 As far as you are aware, what general practice appointment times are available to you?**  
Please put an **X** in **all** the boxes that apply.

- Before 8am on at least one weekday
- Weekdays between 8am and 6.30pm
- After 6.30pm on a weekday
- On a Saturday
- On a Sunday
- Don't know

**Q6 How satisfied are you with the general practice appointment times that are available to you?**

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- I'm not sure when I can get an appointment

**Q7 Is there a particular GP you usually prefer to see or speak to?**

- Yes, for all appointments
- Yes, for some appointments but not others
- No .....Go to Q9
- There is usually only one GP in my GP practice .....Go to Q9

**Q8 How often do you see or speak to your preferred GP when you would like to?**

- Always or almost always
- A lot of the time
- Some of the time
- Never or almost never
- I have not tried





**Making an appointment**

**Q9** When did you last try to make a general practice appointment, with a GP, nurse or other healthcare professional, either for yourself or for someone else?

This could be for an appointment in person, on the phone, by video call, by messaging online or by text message.

- In the past 3 months
- Between 3 and 6 months ago
- Between 6 and 12 months ago
- More than 12 months ago
- Don't know
- I haven't tried to make an appointment since being registered with my current GP practice .....Go to Q22

If you tried to make more than one appointment (for yourself or someone else) please think about just one of these when answering the next questions.

**Q10** Before you tried to get this appointment, did you do any of the following?

Please put an X in all the boxes that apply.

- Used an online NHS service (including NHS 111 online)
- Used a non-NHS online service, or looked online for information
- Spoke to a pharmacist
- Tried to treat myself / the person I was making this appointment for (for example with medication)
- Called an NHS helpline, such as NHS 111
- Contacted or used another NHS service
- Asked for advice from a friend or family member
- Tried to get information or advice elsewhere (from a non-NHS service)
- I did not try to get information or advice

**Q11** When would you have liked this appointment to be?

Please choose one option only.

- On the same day
- On the next day
- A few days later
- A week or more later
- I didn't have a specific day in mind
- Can't remember

**Q12** How did you try to book the appointment?

Please put an X in all the boxes that apply.

- In person
- By phone, through my practice
- Online, on my practice's website
- Through an app
- In another way

**Q13** Were you asked for any information about your reasons for making the appointment?

Please put an X in all the boxes that apply.

- Yes, during a phone call
- Yes, during a face-to-face conversation
- Yes, in an online form
- Yes, by email
- Yes, during a video call
- I was not asked for information...Go to Q15
- Don't know / can't remember.....Go to Q15

**Q14** Who asked you for information about your reasons for making an appointment?

Please put an X in all the boxes that apply.

- A receptionist
- A healthcare professional
- Don't know / can't remember

**Q15** On this occasion, were you offered any of the following choices of appointment?

Please put an X in all the boxes that apply.

- Yes, a choice of place (for an appointment in person)
- Yes, a choice of time or day
- Yes, a choice of healthcare professional
- Yes, a choice of type of appointment (in person, on the phone, by video call, by messaging online or by text message)
- None of these
- Can't remember
- I did not need a choice

**Q16** Were you satisfied with the appointment (or appointments) you were offered?

- Yes, and I accepted an appointment } Go to Q19
- No, but I still took an appointment } Go to Q19
- No, and I did not take an appointment } Go to Q17
- I was not offered an appointment } Go to Q17





**Q17 If you did not get an appointment, why was that?**

Please put an X in all the boxes that apply.

- There weren't any appointments available for the time or day I wanted
- The appointment was at too short notice
- The appointment wasn't soon enough
- I couldn't book ahead at my GP practice
- There weren't any appointments at the place I wanted
- The appointment was too far away / too difficult to get to
- I couldn't see my preferred GP
- There weren't any appointments with the healthcare professional I wanted
- The type of appointment I wanted was not available
- I was not offered an appointment
- My practice helped in another way
- Another reason

**Q18 What did you do when you did not get an appointment?**

Please put an X in all the boxes that apply.

- Got an appointment for a different day.....Go to Q19
- Called an NHS helpline, such as NHS 111
- Used an online NHS service (including NHS 111 online)
- Used a non-NHS online service, or looked online for information
- Went to A&E
- Spoke to a pharmacist
- Contacted or used another NHS service
- Contacted or used another non-NHS service
- Decided to contact my practice another time
- Spoke to a friend or family member
- My practice helped in another way
- Didn't see or speak to anyone

Go to Q21

**Q19 What type of appointment did you get? I got an appointment...**

- ...to speak to someone on the phone
- ...to see someone at my GP practice
- ...to see someone at another general practice location
- ...to speak to someone on a video call
- ...for a home visit
- ...to message someone online or by text message

**Q20 How long after initially trying to book the appointment did the appointment take place?**

- On the same day
- On the next day
- A few days later
- A week or more later
- Can't remember

**Q21 Overall, how would you describe your experience of making an appointment?**

- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

**Your last appointment**

The next few questions are about the last time you personally had a general practice appointment.

**Q22 When was your last general practice appointment?**

Please include appointments with different healthcare professionals, at different locations, whether in person, on the phone, by video call, by messaging online or by text message.

- In the past 3 months
- Between 3 and 6 months ago
- Between 6 and 12 months ago
- More than 12 months ago
- I haven't had an appointment since being registered with my current GP practice.....Go to Q32

Go to Q23





**Q23 What type of appointment was your last general practice appointment?**  
**An appointment ...**  
 Please choose one option only.

- ...to speak to someone on the phone
- ...to see someone at my GP practice
- ...to see someone at another general practice location
- ...to speak to someone on a video call
- ...for a home visit
- ...to message someone online or by text message

**Q24 Were you given a time for the appointment?**

- Yes, I was given a set time
- I was told I would be contacted between two times or during a set period such as a morning or afternoon
- No, I was not given a time.....Go to Q26
- Can't remember / don't know...Go to Q26

**Q25 Did your appointment happen at the time, or during the slot, you were given?**

- It was earlier than the time or slot I was given
- It was on time or during the slot I was given
- It was later than the time or slot I was given
- Can't remember

**Q26 Who was your last general practice appointment with?**  
 Please choose one option only.

- A GP
- A nurse
- A general practice pharmacist
- A mental health professional
- Another healthcare professional
- Don't know / not sure who I saw

**Q27 Last time you had a general practice appointment, how good was the healthcare professional at each of the following?**  
**Giving you enough time**

- Very good
- Good
- Neither good nor poor
- Poor
- Very poor
- Doesn't apply

**Listening to you**

- Very good
- Good
- Neither good nor poor
- Poor
- Very poor
- Doesn't apply

**Treating you with care and concern**

- Very good
- Good
- Neither good nor poor
- Poor
- Very poor
- Doesn't apply

**Q28 During your last general practice appointment, did you feel that the healthcare professional recognised and/or understood any mental health needs that you might have had?**

- Yes, definitely
- Yes, to some extent
- No, not at all
- I did not have any mental health needs
- Did not apply to my last appointment

**Q29 During your last general practice appointment, were you involved as much as you wanted to be in decisions about your care and treatment?**

- Yes, definitely
- Yes, to some extent
- No, not at all
- Don't know / doesn't apply

**Q30 During your last general practice appointment, did you have confidence and trust in the healthcare professional you saw or spoke to?**

- Yes, definitely
- Yes, to some extent
- No, not at all
- Don't know / can't say

**Q31 Thinking about the reason for your last general practice appointment, were your needs met?**

- Yes, definitely
- Yes, to some extent
- No, not at all
- Don't know / can't say





**Overall experience**

**Q32 Overall, how would you describe your experience of your GP practice?**

- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

**COVID-19**

**Q33 Have you, at any time in the last 12 months, avoided making a general practice appointment for any reason?**

Please put an X in all the boxes that apply.

- Yes, because I didn't have time
- Yes, because I was worried about the risk of catching COVID-19
- Yes, because I was worried about the burden on the NHS
- Yes, because I found it too difficult
- Yes, for another reason
- No
- I haven't needed an appointment

**Your health**

**Q34 Have you experienced any of the following over the last 12 months?**

Please put an X in all the boxes that apply.

- Problems with your physical mobility, for example, difficulty getting about your home
- Two or more falls that have needed medical attention
- Feeling isolated from others
- None of these

**Q35 Do you have any long-term physical or mental health conditions, disabilities or illnesses?**

By long term, we mean anything lasting or expected to last for 12 months or more. Please include issues related to old age.

- Yes
- No
- Don't know / can't say
- I would prefer not to say.....Go to Q37

**Q36 Which, if any, of the following long-term conditions do you have?**

Please put an X in all the boxes that apply.

- Alzheimer's disease or other cause of dementia
- Arthritis or ongoing problem with back or joints
- Autism or autism spectrum condition
- Blindness or partial sight
- A breathing condition such as asthma or COPD
- Cancer (diagnosis or treatment in the last 5 years)
- Deafness or hearing loss
- Diabetes
- A heart condition, such as angina or atrial fibrillation
- High blood pressure
- Kidney or liver disease
- A learning disability
- A mental health condition
- A neurological condition, such as epilepsy
- A stroke (which affects your day-to-day life)
- Another long-term condition or disability
- I do not have any long-term conditions

**Q37 Would you describe yourself as having "long COVID", that is, you are still experiencing symptoms more than 12 weeks after you first had COVID-19, that are not explained by something else?**

- Yes
- No
- Not sure
- Prefer not to say

If you selected any long-term condition at Q36, go to Q38.

Or, if you said 'Yes' at Q37, go to Q38.

Otherwise, go to Q44.

**Q38 Do any of these conditions or illnesses reduce your ability to carry out your day-to-day activities?**

- Yes, a lot
- Yes, a little
- No, not at all





**Q39** How confident are you that you can manage any issues arising from your condition (or conditions)?

- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don't know

**Q40** In the last 12 months, have you had enough support from local services or organisations to help you to manage your condition (or conditions)?

Please think about all services and organisations, not just health services.

- Yes, definitely
- Yes, to some extent
- No
- I haven't needed support
- Don't know / can't say

The next few questions are about support you have had to plan and manage care relating to your condition (or conditions).

**Q41** Have you had a conversation with a healthcare professional from your GP practice to discuss what is important to you when managing your condition (or conditions)?

- Yes
- No .....Go to Q44
- Don't know .....Go to Q44

A care plan is an agreement between you and healthcare professionals to help you manage your health day-to-day. It can include information about your medicine, an eating or exercise plan, or goals you want to achieve, such as returning to work.

**Q42** Have you agreed a plan with a healthcare professional from your GP practice to manage your condition (or conditions)?

- Yes
- No .....Go to Q44
- Don't know .....Go to Q44

**Q43** How helpful have you found this plan in managing your condition (or conditions)?

- Very helpful
- Fairly helpful
- Not very helpful
- Not at all helpful
- Don't know

**When your GP practice is closed**

**Q44** In the past 12 months, have you contacted an NHS service when you wanted to see a GP but your GP practice was closed?

- Yes, for myself
- Yes, for someone else
- No .....Go to Q48

Please think about the last time you contacted an NHS service (for yourself or for someone else) when you wanted to see a GP but your GP practice was closed.

**Q45** Considering all of the services you contacted, which of the following happened on that occasion? Please put an X in all the boxes that apply.

- I called an NHS helpline, such as NHS 111
- I used an online NHS service (including NHS 111 online)
- I used a non-NHS online service, or looked online for information
- A healthcare professional called me back
- A healthcare professional visited me at home
- I went to A&E
- I spoke to a pharmacist
- I used another general practice service
- I contacted or used another NHS service
- I contacted or used another non-NHS service
- Can't remember

**Q46** How do you feel about how quickly you received care or advice on that occasion?

- It was about right
- It took too long
- Don't know / doesn't apply

**Q47** Overall, how would you describe your last experience of NHS services when you wanted to see a GP but your GP practice was closed?

- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor
- Don't know / can't say





**NHS dentistry**

- Q48** When did you last try to get an NHS dental appointment for yourself?
- In the last 3 months
  - Between 3 and 6 months ago
  - Between 6 months and a year ago
  - Between 1 and 2 years ago
  - More than 2 years ago .....Go to Q52
  - I have never tried to get an NHS dental appointment.....Go to Q52

- Q49** Last time you tried to get an NHS dental appointment, was it with a dental practice you had been to before for NHS dental care?
- Yes
  - No
  - Can't remember

- Q50** Were you successful in getting an NHS dental appointment?  
Please put an X in all the boxes that apply.
- Yes
  - No, no appointments were available
  - No, the dentist was not taking new patients
  - No, for another reason
  - Can't remember

- Q51** Overall, how would you describe your experience of NHS dental services?
- Very good
  - Fairly good
  - Neither good nor poor
  - Fairly poor
  - Very poor
- } Go to Q53

- Q52** Why haven't you tried to get an NHS dental appointment in the last two years?  
If more than one of these applies to you, please put an X in the box next to the main one only.
- I haven't needed to visit a dentist
  - I don't like going to the dentist
  - I didn't think I could get an NHS dentist
  - I'm on a waiting list for an NHS dentist
  - I prefer to go to a private dentist
  - NHS dental care is too expensive
  - Another reason

**Some questions about you**

The following questions will help us to see how experiences vary between different groups of the population. We will keep your answers completely confidential and they will not be linked to your medical records.

- Q53** Which of the following best describes you?
- Female
  - Male
  - Non-binary
  - Prefer to self-describe
  - Prefer not to say

- Q54** Is your gender identity the same as the sex you were registered at birth?
- Yes
  - No
  - Prefer not to say

- Q55** What is your ethnic group?
- A. White
    - English, Welsh, Scottish, Northern Irish or British
    - Irish
    - Gypsy or Irish Traveller
    - Roma
    - Any other White background
  - B. Mixed or Multiple ethnic groups
    - White and Black Caribbean
    - White and Black African
    - White and Asian
    - Any other Mixed or Multiple ethnic background
  - C. Asian or Asian British
    - Indian
    - Pakistani
    - Bangladeshi
    - Chinese
    - Any other Asian background
  - D. Black, Black British, Caribbean or African
    - Caribbean
    - African
    - Any other Black, Black British, Caribbean or African background
  - E. Other ethnic group
    - Arab
    - Any other ethnic group





**Q56 How old are you?**

<input type="checkbox"/> Under 16	<input type="checkbox"/> 45 to 54
<input type="checkbox"/> 16 to 17	<input type="checkbox"/> 55 to 64
<input type="checkbox"/> 18 to 24	<input type="checkbox"/> 65 to 74
<input type="checkbox"/> 25 to 34	<input type="checkbox"/> 75 to 84
<input type="checkbox"/> 35 to 44	<input type="checkbox"/> 85 or over

**Q57 Which of these best describes what you are doing at present?**  
 If more than one of these applies to you, please put an X in the box next to the main one only.

- In full-time paid work (30 hours or more each week)
- In part-time paid work (under 30 hours each week)
- In full-time education at school, college or university
- Unemployed
- Permanently sick or disabled
- Fully retired from work
- Looking after the family or home
- Doing something else

**Q58 Do you look after, or give any help or support to, family members, friends, neighbours or others because of either:**

- long-term physical or mental ill health / disability, or
- problems related to old age?

Don't count anything you do as part of your paid employment.

- No
- Yes, 1 to 9 hours a week
- Yes, 10 to 19 hours a week
- Yes, 20 to 34 hours a week
- Yes, 35 to 49 hours a week
- Yes, 50 or more hours a week

**Q59 Are you a parent of or a legal guardian for any children aged under 16 living in your home?**

- Yes
- No

**Q60 Are you a deaf person who uses sign language?**

- Yes
- No

**Q61 Which of the following best describes your smoking habits?**

- Never smoked
- Former smoker
- Occasional smoker
- Regular smoker

**Q62 Which of the following best describes how you think of yourself?**

- Heterosexual or straight
- Gay or lesbian
- Bisexual
- Other
- I would prefer not to say

**Q63 Which, if any, of the following best describes your religion?**

- No religion
- Buddhist
- Christian (including Church of England, Catholic, Protestant, and other Christian denominations)
- Hindu
- Jewish
- Muslim
- Sikh
- Other
- I would prefer not to say

**Thank you for your time.**

Please return this questionnaire in the reply paid envelope provided or send it in an envelope marked FREEPOST GP PATIENT SURVEY (you do not need a stamp).

GPPS 2023

Originally developed with  



### 9.3 Initial letter



<<Title>> <<Forename>> <<Surname>  
<< SPINE\_Address1>>  
<< SPINE\_Address2>>  
<< SPINE\_Address3>>  
<< SPINE\_Address4>>  
<< SPINE\_Address5>>  
<< SPINE\_Pcode>>

Access code: << access\_code>>

3 January 2023

Dear << Title >> <<Surname>>

#### Your chance to help the NHS

I am writing to ask you to take part in the GP Patient Survey. This survey is being carried out by Ipsos on behalf of NHS England. Each year, nearly 1 million people help us by taking part in the survey.

#### Improving GP and health services in your area

The survey asks about your experiences of your GP practice and other local NHS services, and includes questions about you and your general health. The answers we get help the NHS to improve local health services for people like you and your family. It is important that we hear about your experiences even if you haven't visited your GP practice recently, or you have filled in a questionnaire before.

Please take part by filling in the enclosed questionnaire or going online. Taking part online is cheaper for the NHS.

Fill in the enclosed questionnaire and send it back in the Freepost envelope. It's free – you don't need a stamp. Or take part online. Go to [www.gpsurvey.net/login](http://www.gpsurvey.net/login) and use your personal access code below:

Access code: << access\_code>>

It should take less than 15 minutes.

You can help us at NHS England by filling in the survey as soon as possible. That way we won't need to send you any reminders.

#### Your information will be kept confidential

There is more information about the survey and confidentiality over the page. If you have any questions or need help filling in the questionnaire, go to the website at [www.gp-patient.co.uk](http://www.gp-patient.co.uk). Or you can call Ipsos on Freephone 0800 819 9135 (8am to 9pm Monday to Friday, 10am to 5pm on Saturdays).

Thank you very much for giving some of your time to help local NHS services.

Yours sincerely

Neil Churchill  
Director of Patient Experience  
NHS England

Please turn over

### Why are you carrying out this survey?

This survey will help the NHS to improve GP practices and other local NHS services so they better meet your needs. You can see all the results from previous surveys, including the results for your local GP practices, by visiting the website at [www.gp-patient.co.uk](http://www.gp-patient.co.uk).

### How did you get my contact details?

Your name was chosen at random from the NHS list of patients registered with a GP. Under the General Data Protection Regulation and Data Protection Act 2018, we at NHS England are responsible, as a 'data controller', for the information we hold about you. Ipsos is the 'data processor' acting on our behalf to carry out the survey.

Ipsos will **keep your name, address, mobile number and NHS number confidential** and only use them to send you this survey. Ipsos has not been given any information about your health. **You may also receive text message reminders from GP\_Survey using your mobile number.** This will include a unique link inviting you to take part online – you won't need to enter your log-in details. Once the survey is over, Ipsos will destroy your contact details.

The NHS England privacy notice explains how you can get in touch and your rights about how your information is used. You can see the notice at [www.england.nhs.uk/contact-us/privacy-notice](http://www.england.nhs.uk/contact-us/privacy-notice).

### What happens to my answers?

Your answers are put together with the answers from other people to provide results for your GP practice and local area, and to produce national results. They are not linked to your name, address, mobile number or NHS number. Your answers will be kept confidential by Ipsos, and by approved NHS England staff and researchers. **Nobody will be able to identify you in any results that are published.** For more information go to [www.gp-patient.co.uk/faq/confidentiality](http://www.gp-patient.co.uk/faq/confidentiality).

### What is the access code on the front of this letter used for?

Ipsos use the access code to identify who has responded to the survey (they only send reminders to people who haven't responded) and to link responses to GP practices. Your personal access code is not linked to your NHS number.

Taking part in the survey is voluntary. If you do not want to receive any reminders, please send us the blank questionnaire in the envelope provided or call Ipsos on Freephone **0800 819 9135**.

### Can someone help me fill in the questionnaire?

Yes, that's fine. You can contact our team or ask a friend or relative to help, but please make sure the answers are only about your experiences.

العربية gp-patient.co.uk/arabic 0800 819 9136	简体中文 gp-patient.co.uk/chinese 0800 819 9141	Soomaali gp-patient.co.uk/somali 0800 819 9146
বাংলা gp-patient.co.uk/bengali 0800 819 9137	Polski gp-patient.co.uk/polish 0800 819 9142	Español gp-patient.co.uk/spanish 0800 819 9147
Čeština gp-patient.co.uk/czech 0800 819 9138	Português gp-patient.co.uk/portuguese 0800 819 9143	Türkçe gp-patient.co.uk/turkish 0800 819 9148
Français gp-patient.co.uk/french 0800 819 9139	ਪੰਜਾਬੀ gp-patient.co.uk/punjabi 0800 819 9144	اردو gp-patient.co.uk/urdu 0800 819 9149
ગુજરાતી gp-patient.co.uk/gujarati 0800 819 9140	slovenčina gp-patient.co.uk/slovak 0800 819 9145	

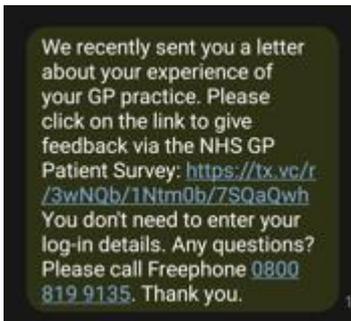


[gp-patient.co.uk/bsl](http://gp-patient.co.uk/bsl)

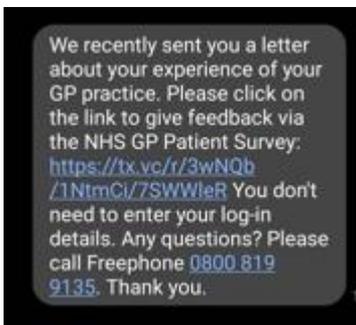
**If you want a copy of the questionnaire in large print or Braille, call Freephone 0800 819 9135.**

## 9.4 SMS reminders

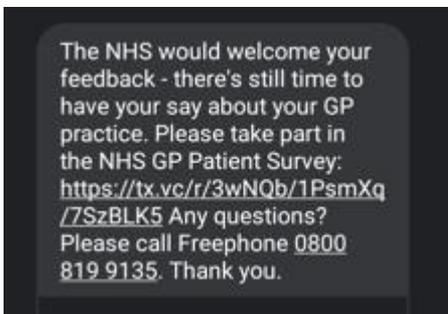
### Initial SMS reminder



### Second SMS reminder



### Third SMS reminder



## 9.5 First reminder letter

**GP PATIENT SURVEY**



<<Title>> <<Forename>> <<Surname>>  
 << SPINE\_Address1>>  
 << SPINE\_Address2>>  
 << SPINE\_Address3>>  
 << SPINE\_Address4>>  
 << SPINE\_Address5>>  
 << SPINE\_Pcode>>

Access code: <<access\_code>>

30 January 2023

Dear << Title >> <<Surname>>

### Taking part will help you, your family and your community

In early January, I sent you a letter asking you to take part in a survey to help improve local NHS services. If you have already filled in the questionnaire online or returned it in the post, thank you for your time - you do not need to do anything else.

### We need to hear from as many people as possible, including you

If you have not filled in the enclosed questionnaire or gone online, please do so to give us your views on local NHS services. Taking part online is cheaper for the NHS.

Even if you haven't visited your GP practice recently, your answers are still really important to us. It is only by hearing from as many people as possible that we can be sure that our results represent the views of everyone in your area.

Please fill in the enclosed questionnaire and send it back in the Freepost envelope. It's free - you don't need a stamp. Or take part online. Go to [www.gpsurvey.net/login](http://www.gpsurvey.net/login) and use your personal access code below:

Access code: <<access\_code>>

It should take less than 15 minutes.

### Your information will be kept confidential

There is more information about the survey and confidentiality over the page. If you have any questions or need help filling in the questionnaire, go to the website at [www.gp-patient.co.uk](http://www.gp-patient.co.uk). Or you can call Ipsos on Freephone 0800 819 9135 (8am to 9pm Monday to Friday, 10am to 5pm on Saturdays).

Thank you very much for giving some of your time to help local NHS services.

Yours sincerely

Neil Churchill  
 Director of Patient Experience  
 NHS England

Please turn over

### Why are you carrying out this survey?

This survey will help the NHS to improve GP practices and other local NHS services so they better meet your needs. You can see all the results from previous surveys, including the results for your local GP practices, by visiting the website at [www.gp-patient.co.uk](http://www.gp-patient.co.uk).

### How did you get my contact details?

Your name was chosen at random from the NHS list of patients registered with a GP. Under the General Data Protection Regulation and Data Protection Act 2018, we at NHS England are responsible, as a 'data controller', for the information we hold about you. Ipsos is the 'data processor' acting on our behalf to carry out the survey.

Ipsos will **keep your name, address, mobile number and NHS number confidential** and only use them to send you this survey. Ipsos has not been given any information about your health. **You may also receive text message reminders from GP\_Survey using your mobile number.** This will include a unique link inviting you to take part online – you won't need to enter your log-in details. Once the survey is over, Ipsos will destroy your contact details.

The NHS England privacy notice explains how you can get in touch and your rights about how your information is used. You can see the notice at [www.england.nhs.uk/contact-us/privacy-notice](http://www.england.nhs.uk/contact-us/privacy-notice).

### What happens to my answers?

Your answers are put together with the answers from other people to provide results for your GP practice and local area, and to produce national results. They are not linked to your name, address, mobile number or NHS number. Your answers will be kept confidential by Ipsos, and by approved NHS England staff and researchers. **Nobody will be able to identify you in any results that are published.** For more information go to [www.gp-patient.co.uk/faq/confidentiality](http://www.gp-patient.co.uk/faq/confidentiality).

### What is the access code on the front of this letter used for?

Ipsos use the access code to identify who has responded to the survey (they only send reminders to people who haven't responded) and to link responses to GP practices. Your personal access code is not linked to your NHS number.

Taking part in the survey is voluntary. If you do not want to receive any reminders, please send us the blank questionnaire in the envelope provided or call Ipsos on Freephone **0800 819 9135**.

### Can someone help me fill in the questionnaire?

Yes, that's fine. You can contact our team or ask a friend or relative to help, but please make sure the answers are only about your experiences.

العربية gp-patient.co.uk/arabic 0800 819 9136	简体中文 gp-patient.co.uk/chinese 0800 819 9141	Soomaali gp-patient.co.uk/somali 0800 819 9146
বাংলা gp-patient.co.uk/bengali 0800 819 9137	Polski gp-patient.co.uk/polish 0800 819 9142	Español gp-patient.co.uk/spanish 0800 819 9147
Čeština gp-patient.co.uk/czech 0800 819 9138	Português gp-patient.co.uk/portuguese 0800 819 9143	Türkçe gp-patient.co.uk/turkish 0800 819 9148
Français gp-patient.co.uk/french 0800 819 9139	ਪੰਜਾਬੀ gp-patient.co.uk/punjabi 0800 819 9144	اردو gp-patient.co.uk/urdu 0800 819 9149
ગુજરાતી gp-patient.co.uk/gujarati 0800 819 9140	slovenčina gp-patient.co.uk/slovak 0800 819 9145	



gp-patient.co.uk/bsl

**If you want a copy of the questionnaire in large print or Braille, call Freephone 0800 819 9135.**

## 9.6 Second reminder letter

**GP PATIENT SURVEY**



<<Title>> <<Forename>> <<Surname>>  
 << SPINE\_Address1>>  
 << SPINE\_Address2>>  
 << SPINE\_Address3>>  
 << SPINE\_Address4>>  
 << SPINE\_Address5>>  
 << SPINE\_Pcode>>

Access code: <<access\_code>>

27 February 2023

Dear <<Title>> <<Surname>>

In January, I asked you to give us your feedback to help improve local NHS services. If you have already filled in the survey, thank you for your time - you do not need to do anything else.

### Your last chance to help shape the health services in your area

If you have not already filled in the questionnaire, please do so to give us your views. This will help to make sure the NHS delivers the healthcare services that you and your family need.

### Return the completed questionnaire by 28 March

Please take part by filling in the enclosed questionnaire or going online by 28 March. Taking part online is cheaper for the NHS.

Fill in the enclosed questionnaire and send it back in the Freepost envelope. It's free - you don't need a stamp. Or take part online. Go to [www.gpsurvey.net/login](http://www.gpsurvey.net/login) and use your personal access code below:

Access code: <<access\_code>>

It should take less than 15 minutes.

### Your information will be kept confidential

There is more information about the survey and confidentiality over the page. If you have any questions or need help filling in the questionnaire, go to the website at [www.gp-patient.co.uk](http://www.gp-patient.co.uk). Or you can call Ipsos on Freephone 0800 819 9135 (8am to 9pm Monday to Friday, 10am to 5pm on Saturdays).

Thank you very much for giving some of your time to help local NHS services.

Yours sincerely

Neil Churchill  
 Director of Patient Experience  
 NHS England

Please turn over

### Why are you carrying out this survey?

This survey will help the NHS to improve GP practices and other local NHS services so they better meet your needs. You can see all the results from previous surveys, including the results for your local GP practices, by visiting the website at [www.gp-patient.co.uk](http://www.gp-patient.co.uk).

### How did you get my contact details?

Your name was chosen at random from the NHS list of patients registered with a GP. Under the General Data Protection Regulation and Data Protection Act 2018, we at NHS England are responsible, as a 'data controller', for the information we hold about you. Ipsos is the 'data processor' acting on our behalf to carry out the survey.

Ipsos will **keep your name, address, mobile number and NHS number confidential** and only use them to send you this survey. Ipsos has not been given any information about your health. **You may also receive text message reminders from GP\_Survey using your mobile number.** This will include a unique link inviting you to take part online – you won't need to enter your log-in details. Once the survey is over, Ipsos will destroy your contact details.

The NHS England privacy notice explains how you can get in touch and your rights about how your information is used. You can see the notice at [www.england.nhs.uk/contact-us/privacy-notice](http://www.england.nhs.uk/contact-us/privacy-notice).

### What happens to my answers?

Your answers are put together with the answers from other people to provide results for your GP practice and local area, and to produce national results. They are not linked to your name, address, mobile number or NHS number. Your answers will be kept confidential by Ipsos, and by approved NHS England staff and researchers. **Nobody will be able to identify you in any results that are published.** For more information go to [www.gp-patient.co.uk/faq/confidentiality](http://www.gp-patient.co.uk/faq/confidentiality).

### What is the access code on the front of this letter used for?

Ipsos use the access code to identify who has responded to the survey (they only send reminders to people who haven't responded) and to link responses to GP practices. Your personal access code is not linked to your NHS number.

Taking part in the survey is voluntary. If you do not want to receive any reminders, please send us the blank questionnaire in the envelope provided or call Ipsos on Freephone **0800 819 9135**.

### Can someone help me fill in the questionnaire?

Yes, that's fine. You can contact our team or ask a friend or relative to help, but please make sure the answers are only about your experiences.

العربية gp-patient.co.uk/arabic 0800 819 9136	简体中文 gp-patient.co.uk/chinese 0800 819 9141	Soomaali gp-patient.co.uk/somali 0800 819 9146
বাংলা gp-patient.co.uk/bengali 0800 819 9137	Polski gp-patient.co.uk/polish 0800 819 9142	Español gp-patient.co.uk/spanish 0800 819 9147
Čeština gp-patient.co.uk/czech 0800 819 9138	Português gp-patient.co.uk/portuguese 0800 819 9143	Türkçe gp-patient.co.uk/turkish 0800 819 9148
Français gp-patient.co.uk/french 0800 819 9139	ਪੰਜਾਬੀ gp-patient.co.uk/punjabi 0800 819 9144	اردو gp-patient.co.uk/urdu 0800 819 9149
ગુજરાતી gp-patient.co.uk/gujarati 0800 819 9140	slovenčina gp-patient.co.uk/slovak 0800 819 9145	



gp-patient.co.uk/bsl

**If you want a copy of the questionnaire in large print or Braille, call Freephone 0800 819 9135.**

## 9.7 Experiments

As part of the 2023 GPPS fieldwork, Ipsos and NHS England undertook a series of experiments to try to improve cost-effectiveness while maintaining response rates, as well as examining any changes in sample profile, survey estimates and costs, compared with the main survey design. These built on the findings from the experiments in 2022 which tested a similar range of interventions and identified that moving to a sequential push-to-web design (where the paper questionnaire is removed from the first two mailings) would be cost effective and maintain the demographic profile, but would lead to a break in trends. This year, all experiment groups received this sequential push-to-web approach with NHS logos on the envelope as standard, in combination with additional interventions, as outlined below. As a result, a control group, that included only the sequential push-to-web approach and no other intervention, was also tested.

Experiments were carried out using a factorial design. Factorial design involves testing interventions in combination, rather than one at a time. Interventions can then be analysed by combining all groups involving that particular intervention. In addition, this has the advantage of allowing the impact of a combination of interventions to be analysed (e.g. potentially demonstrating that a positive impact on response rates from the introduction of an e-letter instead of the second mailing and a separate positive impact from adding the local authority name and icons to the letters still applies when the two are combined).

This year, there were two sets of experiments testing on GPPS – materials and additional questions in the online survey. All experiments were tested within the main GPPS survey, meaning fieldwork was carried out at the same time and using a subset of the sample.

### 9.7.1 Materials

These interventions focused on changes to the survey materials received by participants to invite them to take part in the survey. The interventions tested were:

- **Envelope:** Currently, the envelope used for GPPS mailings is white. However, experiments on other surveys have shown an improvement in response rates when manilla (brown) envelopes were used.
- **Letters:** An updated version of the letters was tested which used icons, to highlight the possibility of taking part online, and to include the name of the local authority, using behavioural science to help people feel connected to the improvements that could be made in their local area.
- **e-letter:** Last year, an e-letter linked to an SMS was tested as an alternative to the **first** paper mailing. However, this resulted in a lower response rate. This year, an e-letter was tested as an alternative to the **second** mailing, on the basis that the first paper mailing is important to legitimise later mailings, while still providing cost savings of reduced postage and printing, and encouraging more participants to take part online.

### 9.7.2 Online questions

As a sequential push-to-web approach was used, it was also possible to treat the online respondents as a random probability sample, as prior to the paper mailing being sent, it is

possible to offer certain additional questions online only in a statistically robust way, where we wouldn't expect significant differences by completion mode. This is not possible in a simultaneous push-to-web approach, as participants have a choice of mode from the beginning, amplifying differences by mode. These questions must be placed at the end of the survey to reduce context effects. However, it was important to test these to review who responded to these questions, and whether it had any impact on response rates. The interventions tested were:

- **Recontact:** Participants agreeing to be recontacted would open up the opportunity to conduct additional research following the survey, to understand particular experiences in more detail.
- **Targeted:** The potential to ask additional questions would allow ICSs to identify questions of particular relevance to them, which could be asked at the end of the survey, making the results particularly relevant to local areas.
- **Data linkage:** Person level data linkage allows for the opportunity to connect people's self-reported experiences with administrative data, such as attendance of A&E or recorded long-term conditions from GP records. This allows for greater opportunity for analysis of the links between people's experiences and measured outcomes. As a note, all participants who agreed to data linkage this year were informed that this was a pilot, and that their responses would not be linked.

### 9.7.3 Allocation of sample to treatment groups

With the total sample of 2.65 million cases, roughly 128,000 cases were systematically selected to take part in the various experiments (using the method of random start and fixed interval). The sample was stratified by practice, with a '1 in n' random selection. The 128,000 cases were randomly allocated to each of 64 treatment groups.

### 9.7.4 Results

ANOVA analysis<sup>7</sup> was carried out looking at the interventions across the different treatment groups (for example, looking at all the groups that had the e-letter) to look at the differences for each intervention compared with the groups that had not experienced that intervention (for example, looking at all the groups that did not have the e-letter). This concluded that:

- none of the interventions had a significant impact on the proportion taking part online, compared with a standard sequential push-to-web approach;
- the e-letter and manilla envelope significantly ( $p < 0.001$ ) improved the response rate overall by around a percentage point (1.2% and 0.9% respectively);
- while the impact of the materials is only significant to  $p = 0.08$ , it is still associated with a small increase in response rate (0.5%);

---

<sup>7</sup> Analysis of Variance (ANOVA) is a statistical technique for examining the differences among means for two or more groups.

- while the impact of the targeted local questions was only significant to  $p=0.06$ , it is still associated with a small decrease in response rate (0.5%);
- the data linkage and recontact questions were not associated with a significant impact on the response rate; and,
- of the respondents who saw the relevant online additional questions, 55% agreed to be recontacted and 64% agreed to data linkage.

Further analysis is planned to assess the implications on cost, data quality, and non-response bias of implementing any of these changes, and to understand the profiles of those agreeing to data linkage and recontact. The non-response bias analysis will also look at any differences in how respondents answer survey questions, as well as differences in demographic profiles of respondents and variation in response rates between demographic groups.

Analysis has already been carried out to look at the differences in results between the experiment groups and the main survey across a range of key survey estimates and demographic profiles. This found that there would be no impact on the results from including the experiment groups within the overall responses. Responses to the experiment interventions have therefore been included within published results for 2023; they equate to 4.6% of the total number of returned questionnaires.

# Our standards and accreditations

Ipsos's standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



## ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.



## Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.



## ISO 9001

International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



## ISO 27001

International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



## The UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA) 2018

Ipsos UK is required to comply with the UK GDPR and the UK DPA. It covers the processing of personal data and the protection of privacy.



## HMG Cyber Essentials

This is a government-backed scheme and a key deliverable of the UK's National Cyber Security Programme. Ipsos was assessment-validated for Cyber Essentials certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



## Fair Data

Ipsos UK is signed up as a "Fair Data" company, agreeing to adhere to 10 core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

# For more information

3 Thomas More Square  
London  
E1W 1YW

t: +44 (0)20 3059 5000

[www.ipsos.com/en-uk](http://www.ipsos.com/en-uk)  
<http://twitter.com/IpsosUK>

## About Ipsos Public Affairs

Ipsos Public Affairs works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. Combined with our methods and communications expertise, this helps ensure that our research makes a difference for decision makers and communities.

