

## Peak District National Park Authority Resident Survey - Frequently Asked Questions

### **Q. Who is conducting the survey?**

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

### **Q. How is the survey being conducted?**

A. The survey is being conducted by telephone with residents of the Peak District National Park.

### **Q. Who is eligible to take part?**

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

### **Q. What is the survey about?**

A. The survey is about asking residents their opinions and perceptions about various topics related to the National Park and the National Park Authority.

### **Q. How long does the survey take?**

A. The survey should not take more than 12 minutes, however sometimes it can take a bit longer if residents wish to provide more details about their answers.

### **Q. Is there a prize draw and what are the prizes?**

Enventure Research is offering those who take part in the survey a chance to enter into a prize draw. There is a top prize of £150 to be won, which can be spent in either a Peak District National Park cycle hire centre (to hire or buy a bike) or in one of the Peak District National Park gift shops. There are also two runner-up prizes of £30 to spend in a cycle hire centre or gift shop. Winners will be selected at random when the survey has finished. You can take part in the survey and not enter into the prize draw if you want.

### **Q. What will be done with residents' answers to the survey?**

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

### **Q. When are calls made to residents?**

A. Calls are made Monday to Friday 9am to 8pm and on weekends 10am to 4pm to ensure that we speak to a wide range of residents, including those who work during the day. No calls will be made outside of these times, unless a resident has asked for a call back.

### **Q. Do people have to take part?**

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

### **Q. How have the Peak District National Park Authority publicised the survey?**

A. There is information about the survey on the Peak District National Park Authority website [www.peakdistrict.gov.uk/home](http://www.peakdistrict.gov.uk/home) and social media channels.

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

A. A company called Sample Answers have supplied contact details to Feedback Market Research and Enventure Research. The Sample Answers website can be found here: [www.sampleanswers.com](http://www.sampleanswers.com)

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

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

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

A. It could be that someone who lived previously at the address or had the telephone number previously had opted in. Some people may also have opted in to taking part in the telephone survey directly via the Enventure Research interest form.

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

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

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

A. They can contact Sample Answers directly. Contact details can be found here: [www.sampleanswers.com/contact](http://www.sampleanswers.com/contact)

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

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

Enventure Research is also collecting contact details for those who opt in to taking part in the prize draw so that winners can be notified.

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

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

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

A. In the first instance, the interviewer should be able to help. If not, please ask to speak to their supervisor. For direct queries to the Peak District National Park Authority please contact the Customer Services department:

Telephone: 01629 816 200 (8.45am to 5pm Monday to Friday)

Email: [customer.service@peakdistrict.gov.uk](mailto:customer.service@peakdistrict.gov.uk)