J25503								
Saving Gateway Wave 1 Evaluation Sample Design								
Proportionately by area								
MAIN SAMPLE	**All (N)**	**E London**	**Manchester**	**S Yorks**	**E Yorks**	**Cambridge**	**Cumbria**	**Sample**
		20p	**£1**	**50p**	**50p&£50**	**20p**	**50p**	**available**
Refused SG2 & research RDD (can't recontact)	1,546	295	240	247	240	298	226	0
Refused SG2 & "yes" research	2,816	457	410	508	429	609	403	
%	100	16	15	18	15	22	14	
N interviews	**1,000**	**162**	**146**	**180**	**152**	**216**	**143**	*2,816*
N sample to issue	2,000	325	291	361	305	433	286	
Sent pack but have not opened	20,422	3,972	3,421	3,460	3,037	3,460	3,072	
Can be contacted* *(will be slightly less as some will have converted)*	13,205	2,674	1,587	2,550	1,820	2,907	1,667	
% of total	100	19	17	17	15	17	15	
N interviews	**2,000**	**389**	**335**	**339**	**297**	**339**	**301**	
N sample to issue	4,000	778	670	678	595	678	602	
Opened account RDD	3,998	233	777	608	975	370	1,035	
% of total	100	6	19	15	24	9	26	
N interviews	**2,000**	**117**	**389**	**304**	**488**	**185**	**518**	3,998
N sample to issue	3,077	179	598	468	750	285	797	
Accounts opened DWP	4,492	374	696	559	1,082	748	1,033	
% of total	100	8	15	12	24	17	23	
N interviews	**1,000**	**83**	**155**	**124**	**241**	**167**	**230**	4,492
N sample to issue	1,538	128	238	191	371	256	354	
TOTAL MAIN SAMPLE	**6,000**	**751**	**1,024**	**948**	**1,178**	**907**	**1,192**	
Total main account openers	*3,000*	*200*	*544*	*429*	*729*	*352*	*748*	
Total main non-openers	*3,000*	*551*	*481*	*519*	*450*	*555*	*444*	
BOOSTER SAMPLE								
Accounts opened DWP	4,492	374	696	559	1,082	748	1,033	
% of total	100	8	15	12	24	17	23	
N interviews	**1,000**	**167**	**167**	**167**	**167**	**167**	**167**	as above
N sample to issue	1,538	256	256	256	256	256	256	
Accounts opened PAF	10,476	658	1,137	2,716	1,585	3,177	1,203	10,476
% of total	100	6	11	26	15	30	11	
N interviews	**1,000**	**167**	**167**	**167**	**167**	**167**	**167**	
N sample to issue	1,538	256	256	256	256	256	256	
Total Booster Sample - account openers	**2,000**	**333**	**333**	**333**	**333**	**333**	**333**	
TOTAL INTERVIEWS - ACCOUNT OPENERS (MAIN & BOOSTER)	*5,000*	*533*	*877*	*762*	*1,062*	*685*	*1,081*	
TOTAL NON-OPENERS	*3,000*	*551*	*481*	*519*	*450*	*555*	*444*	
GRAND TOTAL	**8,000**	**1,084**	**1,358**	**1,281**	**1,512**	**1,240**	**1,525**	
CONTROL SAMPLE								
Non-benefits (RDD only)	*1500*	*250*	*250*	*250*	*250*	*250*	*250*	
N sample issue (rest keep in reserve)	2,308	385	385	385	385	385	385	
Benefits (RDD & DWP)	*1500*	*250*	*250*	*250*	*250*	*250*	*250*	
N sample issue (rest keep in reserve)	2,308	385	385	385	385	385	385	
GRAND TOTAL	**3000**	**500**	**500**	**500**	**500**	**500**	**500**	