

# Q-Step Internship: Respect

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Respect is a domestic violence charity that runs two helplines across the UK to help address abusive behaviour in relationships: the Respect phonenumber and Men's Advice

Line. The Respect phonenumber works with perpetrators of domestic violence and the Men's Advice Line works with male victims of domestic abuse. I worked with data from both helplines.

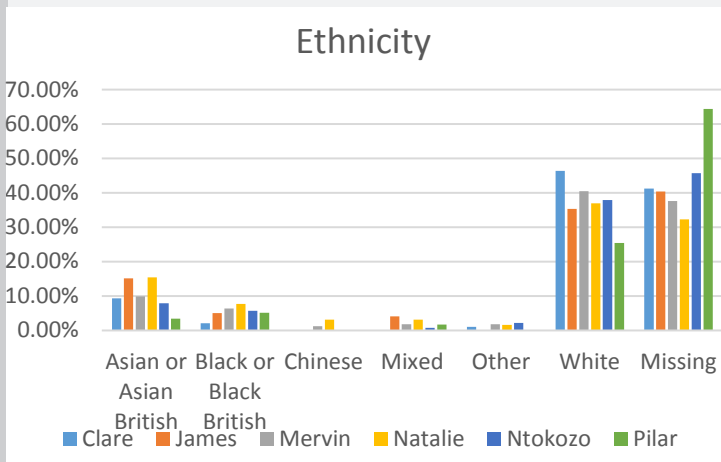
### Objectives

The aim of the report was to see if there was equal representation of minorities, in the caller data and to analyse caller distribution. Through looking at caller data from both helplines over different periods of time (e.g one month, a year, or longer), I analysed callers age, gender, ethnicity, where they heard about the helpline and their location. I also looked at the caller distribution for each worker at Respect. I built a number of reports that show the distribution of callers both from the Respect and Men's Advice Line. The report(s) were used to keep the Respect staff informed about the implications of caller data and ways in which to improve caller data such as what is being recorded and what questions need to be asked. The data I analysed and produced helped those at Respect to see ways in which they could improve their data, areas that need to be focused on and the societal implications of the data.

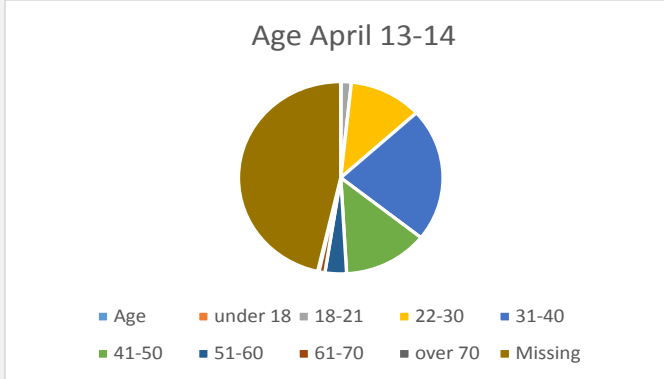
### Method

To create my reports I used data from the Salesforce database, which held all the caller data I needed. This included: age, gender, ethnicity, location, where the caller heard about the helpline and so on. The Salesforce database for respect held all the caller data, but I focused on these issues for representation. I displayed the data through a number of reports that were created using Microsoft Excel, this included creating a number of charts and graphs to display the data in comprehensive and interesting ways. The main challenge I found was getting to grips with the data and how to use Salesforce, but once I did this creating my reports was easy and manageable.

### Key Findings



Perhaps my most crucial finding was that there were no significant underrepresentations of different groups in society. I found statistics from the Salesforce database were mostly reflective of those shown in the UK population. I did find that missing data was often a problem, which should be addressed.



### Conclusion

- Caller data gathered from the Salesforce database was generally reflective of the UK population
- Missing caller data as a key area to improve on/focus on
- Caller data from the Respect phonenumber showed a wide range of ages, ethnicities, locations and so on