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## INFORMATION SHEET

### SURVEY METHODOLOGY

Our Surveys are all conducted by trained Field personnel on a face to face basis in the homes of all respondents. Interviews are conducted via a preset questionnaire on the Interviewer's computer, the programme running intuitively as it analyses responses to avoid duplication or time wasting.

#### Sample Selection

We aim to create a high quality sample of 2000 adults aged 15+, representative of the population at both a national and a regional level, on each week that the survey operates.

We create our samples by first randomly selecting pairs of Census ONS Output Areas within each Postcode district (e.g. PE1), each pair consisting of around 250 addresses.

The next stage is to select the first half of these required sample points, check these points against various Geodemographic models, and then select the second half of the sample points from within the under-weighted profiles to increase the probability of representative selections.

Finally the team of Interviewers is given quotas for Gender, Age, Working Status and Social Grade according to the Census statistics for each sample point. The Team then have a set period of days within which to achieve their quotas of interviews within the sample point. The final process is to ensure, via the interview process, that no respondent is interviewed twice, over time.

This methodology ensures the sampling of an accurate cross-section of the British Population, and as the same methodology is used every week, it also ensures that trends will be equally accurate over time.

#### Weighting

However fine the aim of the Sample Selection, it is inevitable that there will be minor 'discrepancies' in the final results of each wave of the survey. To correct for these discrepancies, we use a 'weighting' system to correct the data totals and avoid any unintentional bias creeping into the results. Rather than use a simple 'cell weighting' system, we use the more sophisticated 'Rim weighting' method, which ensures a more accurate output.

The weightings are based on the Census mid-year estimates, and checks against other available population profiles, in a number of key factors, among them Age, Gender, Region, Home Tenure, and Social Grade.

#### British Marketing Survey

This survey is conducted monthly, on a single wave in the middle of the month, and runs on a sample of 1000 from within the main sample, selected with the same rigorous criteria, and output under the same weighting methods.

#### Quality control

To ensure the long term quality of the Survey, we ensure that all additional questions commissioned to be added to the survey by any clients are appended at the end of the normal questionnaire, to avoid inadvertent changes to the thought processes of the respondents. We also set a time limit on the length of time it takes to complete a questionnaire, so as not to allow any drop in concentration to reduce the accuracy of the responses.

Finally, we ensure that our contractors conduct a quota of quality checks through the medium of back-up telephone audits.