

THE SAMPLE

The Population Sampled

The sample is designed to be representative of the adult population aged 15+ of Great Britain. The survey population is estimated to have been approximately 49,920,000 according to JICPOP's mid 2010 projections based on 2001 census data.

Overview of the NRS Sample

The NRS has a multi-stage disproportional pre-selected sample design.

The three stages of sampling are as follows:

- 1) Selection of sampling points
- 2) Selection of addresses
- 3) Selection of individuals

The sampling frame for the selection of sampling points comprises all Output Areas (OAs) in Great Britain. In 2010, two OAs were selected for a sampling point (prior to 2008 only one was selected).

The sampling frame for the selection of addresses is the Postal Address File (PAF).

Interviewers were issued with the pre-selected addresses to contact. At each household contacted they enumerated eligible individuals aged 15+. The final stage of the sampling was then to select which of these eligible individuals should be interviewed. One individual was selected in most households, and up to two individuals in larger households. The rules as to how this was done are described later in this document.

Some disproportional sampling was used at the stage of selecting sampling points in order to over-sample certain ACORN areas particularly likely to contain individuals with AB social grades.

Selection of Sampling Points

The first stage of sampling is to select the sample points (or locations) where interviews will be carried out. Before this is done, certain ACORN areas are upweighted (and others downweighted). This is done so as to oversample areas where individuals with AB social grades are particularly likely to live, and therefore increase the number of interviews taken with AB respondents.

The scheme used to do this is revised periodically. It was revised most recently in 2005 so as to use the 2001 census based ACORN types.

The steps taken to select the sampling points were therefore as follows:

- a) Sampling weights were applied to the adult populations of OAs by 5 categories of ACORN Types, as follows:

Category	Acorn Types	Weights Applied
1	1, 2, 3, 13, 15, 16	1.80
2	4, 5, 7, 9, 10, 14, 19	1.70
3	6, 8, 11, 18, 25, 26, 27, 29, 35, 36, 57, 99	1.00
4	12, 17, 20, 21, 22, 23, 24, 28, 30, 31, 32, 33, 34, 39, 41, 55, 56	0.80
5	37, 38, 40, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54	0.60

- b) Great Britain was divided into 60 area groupings, devised for the NRS. Ultimately these areas were individually weighted and used to piece together the Standard Region and non-overlap ISBA TV regions. In 2005, the exact definition of the 60 areas was revised in line with the 2001 census.

A full list of the 60 areas can be found overleaf. For the purposes of sampling, the area groupings were further sub-divided into district groupings.

- c) The weighted adult populations of each of the 60 area groupings were calculated. Target numbers of sampling points for each area grouping were then set. The total number of points at this stage was 2,520 per annum.
- d) Within each area grouping, OAs were ranked in descending order by NRS district grouping, then within district by NRS ACORN category, and finally within NRS ACORN category by NS-SEC. Prior to 2005, a system of AB scores was used instead of NS-SEC as the final means of ranking.
- e) The required number of OAs within each area grouping as specified at b) was then selected with probability proportional to weighted adult populations, using random start/fixed sampling interval procedures.
- f) Any selected OA falling into a 'no-go' area (as separately defined) was replaced with one in the sample District and same ACORN Type with population size closest to the originally selected OA.
- g) Modified procedures were applied in Scotland in areas 49, 50, 52, 56, 57, 58 and 59. In these areas the target number of points was increased, relative to other areas, to the numbers shown in the table below. The number of addresses issued to interviewers in Scotland also varied compared with a standard assignment (see next page).

Sampling Areas

The area groupings used and the target number of Sampling Points selected were as follows:

England and Wales

Area Groupings	Standard Region	ISBA Area	No. of Points Selected
1	South West	South West	72
2	South West	Southern	36
3	South East	Southern	72
4	South East	Southern	36
5	South East	Southern	48
6	South East	Southern	72
7	South East	London	84
8	South East	London	96
9	Greater London	London	60
10	Greater London	London	96
11	Greater London	London	72
12	Greater London	London	72
13	South East	East of England	72
14	East Midlands	East of England	24
15	South East	London	48
16	East Anglia	East of England	36
17	East Anglia	East of England	60
18	South East	Midlands	36
19	South West	Midlands	24
20	West Midlands	Midlands	72
21	West Midlands	Midlands	48
22	Greater London	London	36
23	West Midlands	Midlands	24
24	West Midlands	Midlands	24
25	West Midlands	Midlands	48
26	East Midlands	Midlands	48
27	East Midlands	Midlands	48
28	East Midlands	Midlands	36
29	Wales	Wales and the West	12
30	Wales	Wales and the West	36
31	Wales	Wales and the West	48
32	North	Border	24
33	South West	Wales and the West	24
34	South West	Wales and the West	72
35	Yorkshire & Humberside	Yorkshire	84
36	Yorkshire & Humberside	Yorkshire	48
37	Yorkshire & Humberside	Yorkshire	48
38	East Midlands	Yorkshire	36
39	Wales	Lancashire	12
40	North West	Lancashire	60
41	North West	Lancashire	60
42	North West	Lancashire	24
43	North West	Lancashire	48
44	North West	Lancashire	48
45	Yorkshire & Humberside	North East	24
46	North	North East	48
47	North	North East	24
48	North	North East	24

Scotland

Area Groupings	Area Names	No. of Points Selected
49	Aberdeen	24
50	Dundee	24
51	Edinburgh	24
52	Strathclyde, urban	108
53	Strathclyde, rural	24
54	Lothian	12
55	Central	12
56	Fife	24
57	Other Tayside	24
58	Other Grampian	24
59	Highland	24
60	Scottish Borders	12

Allocation to Month, Day of Interview and Questionnaire Version

The selected sampling points were systematically allocated to month and then start day, to ensure a balanced daily interviewing schedule. Interviewers were given seven days to complete a standard assignment, starting on the specified day.

In addition, each sampling point was assigned a code to determine the rotation order to be used to ask about the various newspapers and magazines during that particular assignment. For details of the rotation orders, see document entitled 'The Interview'.

Selection of Addresses

Within each selected pair of OAs in England and Wales, 24 standard and 10 replacement addresses were selected, apart from London where 25 standard addresses were selected. There were further variations in the numbers of addresses issued as follows:

In the Scottish modified samples the addresses issued were as follows: area grouping 52: 22 standard and 9 replacement addresses; area groupings 49, 50, 57 and 59: 19 standard and 7 replacement addresses; all other area groupings: 24 standard and 10 replacement addresses.

In Scotland and London, the standard number of addresses issued was reduced if there were indications that a high proportion of multi-household/tenement addresses might be found.

Interviewers were allowed to use the replacement addresses issued to them only when they identified that a standard address was a:

- Business address
- Addresses not located, empty or demolished
- Non-main residence

Replacement addresses were randomly selected across the selected OA and interspersed with the standard addresses.

Interviewers were instructed to use replacement addresses which were nearest, on the list of sampled addresses, to the original address to be replaced, to ensure randomness. The address letter of the original address was transferred to the replacement address used. The reasons for replacement were recorded for office inspection.

A minimum of five calls was prescribed for each potentially productive address, before attempts to interview could be abandoned. There was no restriction on the total number of calls. Interviewers were encouraged to make as many calls as possible, varying them by time of day.

Selection of Individuals

The selection of individuals was done by undertaking the following steps:

- a) All selected addresses within each selected OA were listed and the letters P, Q, R and S were consecutively allocated to them (these letters were not allocated to replacement addresses).
- b) A Contact Questionnaire for each address (not replacement addresses) was prepared specifying the address letter.
- c) For all issued addresses the Contact Questionnaire specified the one or two persons to be interviewed, as follows:

Address Letter

No. of adults at address	P	Q	R	S
1	First	First	First	First
2	First	Second	First	Second
3	Second	First, Third	Second, Third	First
4	First, Fourth	Second, Third	First, Fourth	Second, Third
5	Second, Fourth	First, Fifth	First, Third	Second, Fifth
6+	First, Youngest	Third, Fifth	Second, Fifth	Fourth, Youngest

- d) There were separate sheets listing replacement addresses.

Interviewers were instructed to list all persons aged 15+ in a selected household, in descending order of age and to select for interview the person(s) who accorded with the specification given (that is according to the total number of adults at the address and the letter allocated to that address).

At multi-household addresses, tenements (in Scotland) and residential institutions, there were special selection procedures, details of which are available on application to Ipsos MORI.