## *Oxford Internet Survey 2019*

## Sample Methodology and Weighting

The 2019 Internet Users' Survey employed an identical sampling method to previous waves of the research, dating back to 2003. It employed a gold standard, address-based random probability methodology, selecting addresses at random and within-household respondents at random.

Sampling was based on a two-stage design. Firstly, a random sample of 200 paired Output Areas (OAs) stratified by region were selected. Then within each selected OA a random sample of 10 addresses were selected from the Postal Address File (PAF).

### First Stage. Selection of OA Primary Sample Units (PSUs)

1) Sampling points were allocated to each of the 10 Government Regions in proportion to the population in each region.

2) In each Government Region all OAs were paired with an adjacent OA that is most similar in terms of its ACORN type

3) Within 2), above, all paired OAs with a combined population of 60 or more people were listed in descending order of ACORN type, the most affluent pair at the top of the list and the least affluent pair at the bottom.

4) The populations of each set of paired OAs (of all adults aged 18+) were cumulated down this list. Using a random start and fixed sampling interval the required number of paired OA's was selected giving each OA a probability of selection proportionate to its size.

### Second Stage

In the second-stage 20 residential addresses within each Stage 1 PSU were selected. All known addresses within each PSU were sorted in postcode order, with systematic selection occurring by applying a fixed interval and random start process.

Within each selected OA, interviewers were issued with the 20 randomly selected addresses from which they were asked to achieve a minimum of a 50% response rate.

### Selection of respondent

At each address respondents for interview were selected by asking the person who answered the door if it would be possible to interview the person normally resident at that household aged 18 or over with the next birthday.

A person normally resident was defined as someone living in the household who is related to the person answering the door or living with someone in the household as a partner. In cases where the person answering the door did not know which household member had the next birthday a respondent was selected by choosing the person with a first name starting with a letter nearest the beginning of the alphabet. This rule was employed by interviewers on the first such occasion, and a person with a first name starting with a letter nearest the end of the alphabet on the second such occasion and so on.

In all, only 2 respondents (<1% of the total sample) were selected by the alphabet rule.

## Response breakdown

|                                                            | Total  |
|------------------------------------------------------------|--------|
| Number of primary sample points (PSUs):                    | 200    |
| Total (base) sample addresses generated:                   | 4,003  |
| Total addresses issued to interviewers before substitutes: | 4,003  |
| Substitute addresses issued:                               | 725    |
| Addresses not used (In-PSU failure):                       | 451    |
|                                                            |        |
| Total number of addresses visited:                         | 4,277  |
|                                                            |        |
| Successful interviews:                                     | 1,818  |
|                                                            |        |
| Preliminary Response rate:                                 | 42.5%  |
|                                                            |        |
| REFUSALS:                                                  | 1,715  |
|   Soft refusal                                   | 137    |
|   Hard refusal                                   | 1,573  |
|   Non respondent refusal                         | 0      |
|   Quit interview refusal                         | 5      |
| NO CONTACT:                                                | 725    |
| Cursory contact household level                            | 0      |
| No contact after 3+ visits                                 | 725    |
| INELIGIBLE PROPERTY:                                       | 19     |
|   Business address                               | 3      |
|   Holiday home                                   | 0      |
|   Vacant property                                | 2      |
|   Under construction                             | 0      |
|   Institution                                    | 0      |
|   Non-existent property                          | 3      |
|   Address inaccessible                           | 11     |
| ELIGIBLE ADDRESSES:                                        | 4,258  |
|                                                            |        |
| Final response rate:                                       | 42.7%  |

## Weighting – sample type & weighting targets

|  |  | Britain | Source: |
|---|---|---|---|
| **Gender** | Male | 49.4% | 2019 Mid-Year Population Estimates. ONS |
|  | Female | 50.6% |  |
|  |  |  |  |
| **Age** | 18-24 | 10.6% |  |
|  | 25-34 | 17.2% |  |
|  | 35-44 | 16.0% |  |
|  | 45-54 | 17.2% | 2019 Mid-Year Population Estimates. ONS |
|  | 55-64 | 15.5% |  |
|  | 65-74 | 12.7% |  |
|  | 75-84 | 7.7% |  |
|  | 85+ | 3.1% |  |
|  |  |  |  |
| **Region** | East Midlands | 7.5% |  |
|  | East of England | 9.6% |  |
|  | London | 13.6% |  |
|  | North East | 4.2% |  |
|  | North West | 11.2% |  |
|  | Scotland | 8.7% | 2019 Mid-Year Population Estimates. ONS |
|  | South East | 14.1% |  |
|  | South West | 8.8% |  |
|  | Wales | 4.9% |  |
|  | West Midlands | 9.0% |  |
|  | Yorkshire & the Humber | 8.4% |  |
|  |  |  |  |
| **ACORN Group** | A - Lavish Lifestyles | 1.3% |  |
|  | B- Executive Wealth | 12.5% |  |
|  | C - Mature Money | 9.1% |  |
|  | D - City Sophisticates | 3.5% |  |
|  | E - Career Climbers | 6.0% |  |
|  | F - Countryside Communities | 5.6% |  |
|  | G - Successful Suburbs | 6.3% |  |
|  | H - Steady Neighbourhoods | 8.3% |  |
|  | I - Comfortable Seniors | 2.4% | 2019 ACORN GROUPS |
|  | J - Starting Out | 4.2% |  |
|  | K - Student Life | 2.7% |  |
|  | L - Modest Means | 8.0% |  |
|  | M - Striving Families | 8.2% |  |
|  | N - Poorer Pensioners | 4.5% |  |
|  | O - Young Hardship | 5.2% |  |
|  | P - Struggling Estates | 7.5% |  |
|  | Q - Difficult Circumstances | 4.6% |  |

|  |  | Britain | Source: |
|---|---|---|---|
| **Urban / Rural** | Urban – England & Wales | 74.8% | |
| | Rural – England & Wales | 16.7% | 2011 Census |
| | Urban – Scotland | 6.9% | |
| | Rural - Scotland | 1.6% | |
| **Adults in Household** | 1 person | 13.1% | |
| | 2 persons | 29.2% | |
| | 3 persons | 19.9% | 2011 Census |
| | 4 persons | 21.9% | |
| | 5 persons | 9.7% | |
| | 6 persons | 6.0% | |

## Weighting limitations

The weighting factors that were applied to each case are summarised as follows:

| Weighting factors | Count |
|---|---|
| 0-0.99 | 1,070 |
| 1-1.99 | 709 |
| 2-2.99 | 38 |
| 3-3.44 | 1 |