

Ofcom Audio Survey 2022 Technical Report

Sample Design

Quotas

Nationally representative quotas were used to closely represent the offline UK population. Targets for quotas were taken from the PAMCO survey, a random probability F2F survey conducted annually with 35,000 adults and were set on the following:

- Age (16-24, 25-34, 35-44, 45-54, 55-64, 65+)
- Gender
- Region
- Ethnicity

A minimum of 150 respondents were reached in England, Scotland, Wales and Northern Ireland. No quotas were placed on this boost.

Fieldwork

Fieldwork was conducted using Yonder's online panel via the Online Omnibus, reaching a 2,272 nationally representative sample and boosting to reach a minimum of 150 respondents in each of England, Scotland, Wales and Northern Ireland.

Invitations to complete the survey were sent out on a nationally representative basis, aligned to age, gender, region and social grade, to ensure that we achieved a good demographic spread.

Ofcom ran in first position on the Omnibus.

Weighting

Yonder set quotas by age interlocked with gender, region and social grade. Any discrepancy between the final achieved sample and the known offline profile of the UK was adjusted by RIM¹ weighting, using the known demographic profile of the population. Data was weighted using age, gender, government office region, ethnicity, social grade, working status and housing tenure.

¹ Random Iterative Weighting