Preface

The Adult Media Literacy Research 2018 has been run by Critical Research on behalf of Ofcom. The objective of the survey is to provide detailed evidence on media use, attitudes and understanding among adults aged 16+

Quadrangle Operations interviewed a quota sample of 1,882[1] adults aged 16 and over. Interviews were carried out across 225 different sampling points in the UK, face-to-face, in-home. All interviews were conducted between 27th September and 4th November 2018.

Details of the sampling frame, research methodology, and weighting procedures for this in-home study are outlined in the following pages. A note on statistical reliability is also included.

Sample Design - Random Location Quota Sampling

To ensure consistency with trend data, the same approach to sampling has been used as in previous waves, using Census 2011 Output Areas (OAs)[2] as the basic building block for sampling, then using quota control by three key variables (age, gender and household socio-economic group for the household) to control the sample interviewed within each sampling point.

The OAs in the UK were grouped into sampling units (SUs), which were then stratified by region, rural/ urban indicator and Small Area Deprivation Index.

- firstly, all the SUs were sorted by region/ country,
- secondly, the SUs were then sorted within region/ country by rural/ urban categories based on UK Geographics' Urbanity classification.
- Within rural/ urban strata SUs were sorted by Small Area Deprivation Index.

Since region has been used as the first sorting variable, the regional distribution of SUs will be more or less in proportion to the number of residential addresses in each region.

[1] This consists of 1807 'main' interviews with adults aged 16+ and 75 'boost' interviews with internet users aged 75+

[2] The 2011 Census Output Areas were used as a building block for the creation of slightly larger first-stage Sampling Units (SUs) used for sampling. This approach allows 100% coverage of all UK areas

Second stage

The size of a SU is measured by the number of addresses it contains. The SUs were selected with a probability proportionate to size. This ensures that all households within an SU have an equal chance of being selected, regardless of the size of the SU in which a household is situated. The number of interviews per SU was 8.

The following quotas were set (within each SU) to represent the population within that SU, which means the overall quotas across the UK will closely match the UK population. Quotas were set using 2011 Census data for Great Britain and Northern Ireland.

- Age (16-24, 25-44, 45-64,65-74,75+)
- Socio-economic grade (SEG)
- Gender

For each sampling unit, socio-economic group quotas are based on the Census 2011 variable Approximate Social Grade of Household Reference Person.

Fieldwork

Interviewers were provided with specific addresses. The average SU contains around 130 households in England and Wales and 160 households in Scotland and Northern Ireland, thus affording tight control over the addresses the interviewers called at. All interviews were conducted in the home, using CAPI (Computer Assisted Personal Interviewing).

Reporting

The sample is drawn based on households within SUs, while quotas are set based on adult population profiles. The data is then weighted to the profile of UK adults and so the data is representative of adults aged 16+. Therefore, when reporting it is necessary to state that the data represents the percentage of adults rather than the percentage of households.

Weighting

The data are weighted to the national UK profile using target rim weights for age, gender, socio-economic group (SEG), household composition (number of adults/ children) and working status.

The following table shows the initial unweighted sample and the final weighted sample profile.

Figures are based on UK adults	**% Weighted**	**% Unweighted**
	Profile	Interviews achieved
Gender – Male 16+	49%	49%
Gender – Female 16+	51%	51%
Age – 16-34	31%	27%
Age – 35-54	34%	32%
Age – 55+	35%	42%
SEG – AB	27%	21%
SEG – C1	27%	32%
SEG – C2	22%	20%
SEG – DE	25%	27%
Working status – working	58%	51%
Working status – not working	42%	49%

The percentages described above as '% Weighted' are the targets used to weight the data. The figures for age and gender are taken from the 2011 Census. SEG profiles come from NRS published data and working status information from the ONS. The '% Unweighted' column shows the actual percentage of interviews achieved in the September – November 2018 fieldwork.

Guide to Statistical Reliability

The variation between the sample results and the "true" values (the findings that would have been obtained if everyone had been interviewed) can be predicted from the sample sizes on which the results are based, and on the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95%, that is, the chances are 95 in 100 that the "true" values will fall within a specified range. However, as the sample is weighted, we need to use the effective sample size (ESS)[3] rather than actual sample size to judge the accuracy of results.

The following table compares ESS & actual samples for some of the main analysis groups within the main sample.

	Actual	ESS
Total	1882	1430
AGE: 16-24	246	183
AGE: 25-34	256	207
AGE: 35-44	322	253
AGE: 45-54	272	213
AGE: 55-64	309	250
AGE: 65-74	221	172
AGE: 75+	256	177
MALE	922	697
FEMALE	960	734
SEG – AB	395	318
SEG - C1	604	477
SEG - C2	381	290
SEG – DE	502	382

The table below illustrates the required ranges for different sample sizes and percentage results at the "95% confidence interval":

Approximate sampling tolerances applicable to percentages at or near these levels					
Effective sample size	**10% or 90%** ±	**20% or 80%** ±	**30% or 70%** ±	**40% or 60%** ±	**50%** ±
1,430 (Total aged 16+)	1.6	2.1	2.4	2.5	2.6
697 (Men)	2.2	3.0	3.4	3.6	3.7
382 (SEG DE)	3.0	4.0	4.6	4.9	5.0

[3] Effective Sample Size shown as Effective Weighted Sample in the data tables produced

For example, if 30% or 70% of a sample of 1,430 gives a particular answer, the chances are 95 in 100 that the "true" value will fall within the range of ± 2.4 percentage points from the sample results.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be "real", or it may occur by chance (because not everyone has been interviewed). To test if the difference is a real one – i.e. if it is "statistically significant" – we again have to know the size of the samples, the percentages giving a certain answer and the degree of confidence chosen. If we assume "95% confidence interval", the difference between two sample results must be greater than the values given in the table below to be significant:

Differences required for significant at or near these percentages					
Sample sizes being compared	**10% or 90%** ±	**20% or 80%** ±	**30% or 70%** ±	**40% or 60%** ±	**50%** ±
318 vs. 382 (AB vs. DE)	4.5%	6.0%	6.8%	7.3%	7.4%
697 vs. 734 (Men vs. Women)	3.1%	4.1%	4.8%	5.1%	5.2%