

IPPR Road Pricing Opinion Poll
Accompanying Statement



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efeedback Ltd is a professional market research agency. Established in 1999, efeedback Ltd conducts a wide range of commercial research across the public, private and voluntary sectors. efeedback Ltd is a Company Partner of the Market Research Society.

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1 Introduction

The Market Research Society (MRS) stipulates¹ that when any public opinion research findings are published they should always be accompanied by a clear statement of basic information concerning how the survey was conducted.

This document sets out both the recommended and required information points specified by the MRS. Accompanying this document are three supporting appendices setting out: the statistics used to calculate the UK population, each of the four questionnaire scripts and the weighting calculations used to weight the results of survey version A.

2 Information Points

The MRS identifies a total of 8 information points that should accompany any published findings of public opinion research, these points are set out below. The information points shown in italics are those the MRS stipulate must be covered in any public reference.

- (a) *The name of the research organisation conducting the survey*
- (b) *The dates of fieldwork*
- (c) The method of data collection
- (d) *The universe effectively represented*
- (e) *The achieved sample size and its geographical coverage*
- (f) The sampling method used, and in the case of random samples, the response rate achieved
- (g) The questionnaire
- (h) Weighting procedures or other statistical calculations

2.1 The Research Organisation Conducting the Survey

efeedback Research Ltd (efeedback) conducted the IPPR Road Pricing survey. All questions concerning the involvement of efeedback Research in this project should be directed to Chris Watt, Research Director on 01761 408165.

2.2 The Dates of Fieldwork

Fieldwork began at 13:00 on 19/5/2006 and concluded at 10:00 on 26/5/2006. Surveys completed after the fieldwork was closed were not included for analysis.

2.3 The Method of Data Collection

Data was collected through an online survey, created and hosted by efeedback.

¹ MRS Draft public opinion research guidelines September 2003.

2.4 The Universe Effectively Represented

The universe represented was the UK population aged 17 and over, defined by four categories; gender, age, standard occupational classification and UK region of residence. Data relating to the make up of the UK population was sourced from the Office of National Statistics. A detailed breakdown of the make up of each of the four categories can be found in Appendix 1.

2.5 The Achieved Sample Size & Geographical Coverage

The achieved sample size, defined by the MRS as the total number of interviews/surveys actually reported on, across each of the four survey versions, is set out in table 1 out below.

Table 1 – Achieved Sample Size

Survey Version	Total Number of Completes
Version A	1150
Version B	100
Version C	146
Version D	144

The poll covered all UK Government Regions. Tables 2 to 5 set out the number of completed surveys within each region.

Table 2 - Survey Version A

Region	Total Number of Completes
North East	33
North West	120
Yorkshire and the Humber	119
East Midlands	94
West Midlands	96
East of England	76
London	121
South East	221
South West	115
Wales	49
Scotland	82
Northern Ireland	24

Table 3 - Survey Version B

Region	Total Number of Completes
London & the South	40
Midlands & Wales	25
The North, Scotland & NI	35

Table 4 - Survey Version C

Region	Total Number of Completes
London & the South	59
Midlands & Wales	38
The North, Scotland & NI	49

Table 5 – Survey Version D

	Total Number of Completes
London & the South	60
Midlands & Wales	33
The North, Scotland & NI	51

2.6 The Sampling Method and Response Rate Achieved.

A sample of contacts was drawn from an online panel of more than 120,000 UK residents. The sample was representative of the UK population (aged over 17) by age, gender, occupation and region. eFeedback used stand alone quotas² when selecting contacts to survey.

All eligible contacts were identified within the panel and then individual contacts were randomly selected to receive an invitation to participate.

The number of invitations mailed out was based on anticipated participation rates. Samples were selected with the objective of yielding 1000 completes for survey version A and 100 completes for versions B, C and D.

Table 6 sets out the total number of invitations that were mailed out for each survey version, the number of responses this yielded and the response rate this represents.

Table 6 – Overall Response Rate

Survey Version	Total Number of Invitations	Total Number of Completes	Response Rate
Version A	4221	1150	27.2%
Version B	400	100	25%
Version C	400	146	36.5%
Version D	400	144	36%

2.7 The Questionnaire

Questionnaire scripts for each of the four survey versions can be found in Appendix 2.

2.8 Weighting Procedures

Where the overall number of completes, produced too few or too many completes within a given category, eFeedback weighted the results back against the target proportions that make the results UK representative.

eFeedback calculate the appropriate weight to use for reporting the results for survey version A by dividing the target number of completes (calculated against the relevant proportion of the UK population) by the achieved number of completes.

² A stand alone quota aims to achieve the required number of completes within a single category, i.e. 49% completes from men and 51% from women and 12.4% from the London area and 13.5% from the South East. More complex projects require inter-locking quotas, where completes within a category are related to each other, i.e. 8% of completes from men living in London.

Table 7 show the breakdown of respondents to survey version A broken down by gender. The table shows that 579 respondents were male, representing 50.3% of all survey respondents. However, male respondents should have only accounted for 49% of the total number of respondents, which would have been 564. In this example 564 would be divided by 579, providing a weight of 0.97.

Gender	No of Completes	Survey %	Target %	Target No of Completes	Weight
Male	579	50.3	49	564	0.97
Female	571	49.7	51	587	1.03

Weightings have been applied to results of survey version A, reported by gender, age, occupation and region. Results for versions B, C and D have not been weighted as they did not require breakdowns across respondent categories. All weighting calculations can be found in Appendix 3.

2.9 Press Statement

eFeedback Research recommend that the following statement should accompany any press release reporting the results of this research.

Statement

eFeedback conduct opinion research using an online panel of more than 120,000 UK residents. A sub-sample representative of the UK population is drawn from the panel for each poll.

Data was weighted to the profile of all UK residents, not just those with access to the internet, over the age of 17. Data was weighted by age, gender, occupation and region.

A full statement covering all information points that the Market Research Society (MRS) stipulates should accompany any public opinion research can be found at www.eFeedback.co.uk/ippr/roadpricingstatement.pdf.