

## United Kingdom of Great Britain and Northern Ireland 2024 Methodology

### United Kingdom of Great Britain and Northern Ireland Sampling

A dual frame (landline and mobile phone frames) was used to complete 1,000 telephone surveys. About 65% of the completes were from the mobile phone sample whereas landline completes accounted for the remaining 35%.

**Target Population/Coverage:** Adult population (15 years of age or older) who have mobile phones for personal calls or live in households with landline. It excludes business phone numbers. The coverage error (percentage of target population not accessible for sampling) is expected to be less than 1%.

**Stratification:** The landline sampling frame was explicitly stratified by the 41 NUTS2 (Nomenclature of Territorial Units for Statistics) regions of United Kingdom. The mobile sampling frame was implicitly stratified by the 10 mobile service providers in the market. For the landline sample, allocation across strata was proportional to the total population size in each stratum. For mobile sample, allocation across the strata was proportional to their market shares in terms of the count of mobile numbers they can possibly generate.

**Sample Selection:** A simple stratified sample design was used for selection of landline phone samples. In the case of landline, a sample of specified size was drawn using list-assisted Random Digit Dial (RDD) procedures independently within each explicit stratum. In the case of mobile, sample of specified size was drawn using pure Random Digit Dial (RDD) procedures among the mobile sampling frame. All sampled landline and mobile phone numbers were pre-screened for working status.

For respondents contacted by landline telephone, random respondent selection within the household was done by asking for the person aged 15 or older who will have the next birthday. For respondents reached on mobile, there was no random selection, just confirmation that they were 15 or older to participate in the survey.

For the purpose of data collection, the total initial sample was split into random subsamples (replicate samples) and released sequentially based on the progress of interviewing in different strata. The goal was to release an optimum amount of sample each time to achieve a high response rate while completing the targeted number of interviews within the field period.

**Data Collection:** August 26, 2024 – September 26, 2024

**Weighting:** The sample data were weighted to minimize bias in survey-based estimates. The weighting procedure was formulated based on the sample design and was carried out in multiple stages. A probability weight factor (base weight) was constructed to account for selection of telephone numbers from the respective frames and correct for unequal selection probabilities as a result of selecting one adult in landline households and those reached via

mobile and for dual-users coming from both the landline and mobile frames. At the next step, the base weights were post-stratified to adjust for non-response and to match the weighted sample totals to known target population totals obtained from country-level census data. The standard demographic variables used for post-stratification are: age, gender, education, and region.

**Margin of error** (including design effect due to weighting):  $\pm 3.7\%$  (95% confidence level)

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.