Ribble Valley Borough Household Shopping Survey

For

April 2008

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INTRODUCTION

1. RESEARCH BACKGROUND & OBJECTIVES

To conduct a survey amongst residents in the Ribble Valley Borough area to assess shopping habits for main food and grocery, top-up and non-food shopping.

2. RESEARCH METHODOLOGY

A total of 955 telephone interviews were conducted between Wednesday 2nd April 2008 and Monday 12th May 2008. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend. All respondents were the main shopper in the household, determined using a preliminary filter question.

A random sample of live interviews were listened in to and assessed by our CATI Team Leaders to verify that the quality of interviewing was being maintained.

2.1 Sampling

Selection was done using random stratified sampling from all available telephone numbers within the defined survey area. The survey area was segmented into 5 zones, defined using postcodes codes. The zone details were:

Zone	Postcodes	Interviews
1	BB7 3, BB7 4	102
2	BB7 2	100
3	BB6 7, BB7 1, BB7 9, BB12 7	348
4	BB1 9, BB2 7, BB6 8	203
5	PR2 5, PR3 2, PR3 3, PR3 5	202
	Total	**955**

2.2   Weightings

As sample sizes within each sector were not in proportion to households, the final tabulated data was weighted to make the overall results representative of the total population within the defined survey area. Details of those weightings are given in the table below:

Postcode	Households	Interviews Achieved	Weighting
BB7 3	1270	38	0.8161
BB7 4	2197	64	0.8383
BB7 2	3372	100	0.8234
BB6 7	5056	120	1.0289
BB7 1	3305	81	0.9964
BB7 9	3622	86	1.0284
BB12 7	3156	61	1.2634
BB1 9	4330	101	1.0469
BB2 7	2940	67	1.0715
BB6 8	1448	35	1.0102
PR2 5	1253	24	1.2749
PR3 2	2273	65	0.8539
PR3 3	3714	88	1.0306
PR3 5	1173	25	1.1457
Total	**37936**	**955**	

2.3   Statistical Reliability

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

The 95% confidence intervals for this survey are as follows:

%ge Response	95% confidence interval
10	±2.0
20	±2.7
30	±3.04
40	±3.24
50	±3.34