



Large-scale general public surveys

TNS has extensive experience of carrying out high-profile and high-quality surveys of the general public. We employ a range of methodologies including random probability sampling, random location sampling and quota methods. Most of this work makes use of our high-quality national CAPI (computer-assisted personal interviewing) fieldforce. Examples of our current and recent projects are given below.

Eurobarometer

TNS was awarded the five-year 50 million euro Standard Eurobarometer contract for the European Commission. This contract, the largest study of this kind in the world, consists of the most significant set of waves of opinion polling ever conducted among the European citizens. The study covers 33 territories (including current European Union member states and candidates) and uses face to face interviewing in a minimum of 30 languages. Within this contract, TNS Social in the UK is responsible for conducting 1300 CAPI face-to-face random probability interviews among the general UK public in each wave of the survey. TNS carries out around 6 Eurobarometer surveys per year in the UK.

http://ec.europa.eu/public_opinion/index_en.htm

Scottish Household Survey

TNS has been joint contractor with MORI, and more recently the Scottish Centre for Social Research, for the Scottish Household Survey since it was introduced. The survey is a continuous survey based on a random sample of the general population in private residences in Scotland; over 30,000 households are interviewed over a two year period. TNS carries out approximately 7,000 interviews per year at a random sample of households, selected from PAF. The response rate in across 2005/06 was 69%. The survey provides representative information about the composition, characteristics and behaviour of Scottish Households. It is designed to inform policy, covering a wide range of topics, with a particular focus on transport, social justice and housing and includes items related to household broadband internet connection and internet usage. TNS are responsible for conducting fieldwork and data analysis and reporting.

www.scotland.gov.uk/Topics/Statistics/16002/4049



Scottish Crime and Criminal Justice Survey

In 2007 we were awarded a contract to carry out this survey for the Scottish Government. This is the first time this survey, which has run in some form since 1993, has been run on a continuous basis. It involves interviews with a random sample of around 16,000 adults per year, starting from the 1st April 2008. Initially, the contract provides for 2 years of interviewing. The survey provides information that is used to develop policy in the areas of crime and civil justice. The questionnaire is modular in design, with some questions being only asked of a quarter of the sample, and uses computer-assisted self interviewing (CASI) for sensitive question areas. Questions are designed to provide estimates of the prevalence of victimisation and incidence of crimes comparable to those recorded by the police; information on areas of concern such as card fraud, id theft and workplace violence; opinions on issues related to justice such as community sentencing, performance of part of the criminal justice system; recent experience of civil justice; drug use; domestic abuse and sexual victimisation.

London Councils

Since 1997 we have conducted annual surveys amongst residents for around 14 London authorities as part of the London Councils' public satisfaction tracking. Typically, each survey involves interviewing 1,000 residents face to face. Over the last ten years more than twenty authorities have participated. We interview members of the public about the quality of public services in their local area and how they perceive their local Council. The survey also provides information on what residents see as their main concerns in terms of crime, health and other social issues. Each Council has the facility to ask extra questions of their own choice. Topics we have covered include a range of issues from crime through to use of ICT.

Public Attitudes to Science

On behalf of RCUK (Research Councils UK) we completed a major survey on public attitudes to science. The study involved 2,100 interviews with adults aged 16 and over across the UK, and includes a booster of both ethnic minorities and younger people aged 16 – 24, as well as sub-analysable samples in Scotland, Wales and Northern Ireland. Interviews lasted an average of 40 minutes.

<http://www.rcuk.ac.uk/sis/pas.htm>

Contact us

Gillian Prior
222 Gray's Inn Road
London
WC1X 8HB
t: 020 7160 5851
e: gillian.prior@tns-global.com

Susannah Quick
36 Paradise Road
Lower Ground Floor
Richmond
TW9 1SE
t: 020 8334 4208
e: susannah.quick@tns-global.com