

Scottish Opinion Survey

When reliability matters

Sample

1000 adults, aged 16 and over
- 520 women, 480 men

The SOS is designed to produce a representative sample of the Scottish population aged 16+, with sampling points selected each month to be **representative** in terms of geographical location.

Fieldwork Method

All interviews are conducted in-home, using **CAPI** (Computer Assisted Personal Interviewing). **Multi-media** facility for playing **TV** and **radio** ads. The SOS uses a random location sampling methodology, where interviewers are given quotas relating to gender by shopper status and working status, and presence of children in household for females. One interview per household.

Timing

Fieldwork generally conducted in fourth week of each month (with exception of December, when it is put back to first week in January). Questions to be agreed 5 working days prior to start of fieldwork for inclusion in that month's survey. A provisional timetable for the year is shown overleaf.

Results from pre-coded entries within 7 days of end of fieldwork, with results from open questions 3 - 4 days later.

For more information, please contact:

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Analysis

The sample is weighted each month to match population profile estimates. This ensures consistency of sample between waves for continuous studies and pre- and post- campaign checks.

Costs include single page of breakdowns (20 columns). Breakdowns can be agreed to suit your requirements, provided that the data is recorded as part of our standard demographics or represents a cross-analysis of data we have collected for you.

Standard demographics cover:

- Age (7 groups)
- Sex
- SEG (AB, C1, C2, DE)
- Marital status
- Working status
- Household size
- Presence of children
- Area
- Internet access
- Number of cars in household

Output

As part of our package, we supply a set of data tabulations from the survey. Charting or a written report on the findings is available on request, at an additional charge to be agreed in relation to size of entry.

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Scottish omnibus.

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