

# Market Research on retaining Spaces for People measures – Sampling

- Sample was provided by working with two online panel partners: Dynata and Panelbase – both members of Market Research Society and ESOMAR, who run panels exclusively for research purposes.
- Each has a sizeable panel of members of the public who have agreed to complete research surveys in exchange for a small financial reward.
- Panel members are recruited using a variety of methods – including in-street interviewing, direct email invitations, online marketing channels across a diverse range of websites, online affiliate partners and networks
- Sample selection for surveys is driven by the profile requirements of each individual survey – in this case, sample was selected based on specific EH postcodes
  - Systems automatically extract at random the panel members who meet all profiling requirements.
  - This process is subjected to quality assurance checks in order to verify that the correct sampling requirements and expectations are met before engaging in the mass deployment of survey invitations.
- Where sample is drawn from different sources, as in this project, the panel companies use third-party digital fingerprint technology to prevent duplication.
- Response rates are monitored daily and additional invitations sent if required.