

**NatCen**

Social Research that works for society



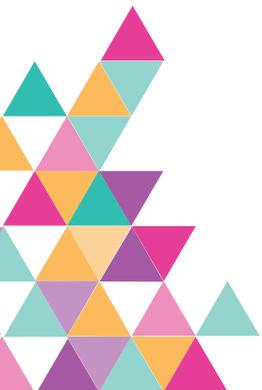
# Introducing our probability-based panel

**Reliable estimates Measure  
opinion and behaviour**

Probability-based sampling

**Quick turnaround Off-line**

population Full service support



**We use a probability-based sampling method that includes the off-line population to achieve unbiased, representative results.**

**You get reliable estimates of British opinion and behaviour, within a short timeframe, at affordable rates.**

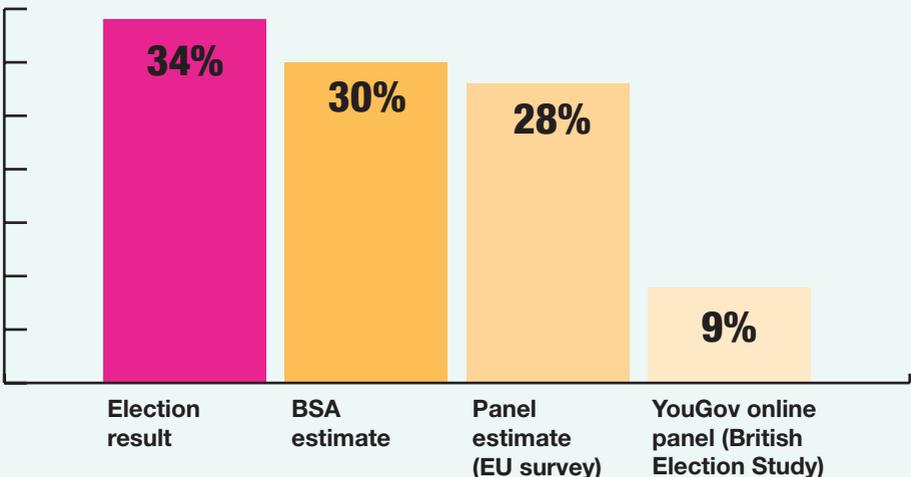
# High quality methods

Our probability-based approach to recruitment avoids the bias introduced when building other types of panel. Our surveys use a random sampling approach and do not rely on quotas or self-selection. This allows us to properly apply common statistical tests, like confidence intervals and significance testing.

While non-random approaches recruit using demographic quotas - like age, sex and region - they may fail to account for other unknown biases. This can have a real effect on results.

For example, non-voters are typically less likely to take part in research, so approaches that allow participants to self-select, or only include 'early responders', find it difficult to represent this group. This was demonstrated following the failure of pollsters to predict the 2015 election (Source: British Election Study Team 2015).

## Did not vote in 2015 election



All our panel members are recruited face-to-face from NatCen's British Social Attitudes survey, so we are able to weight our data using a wealth of demographic data to make it representative.

## Inclusive

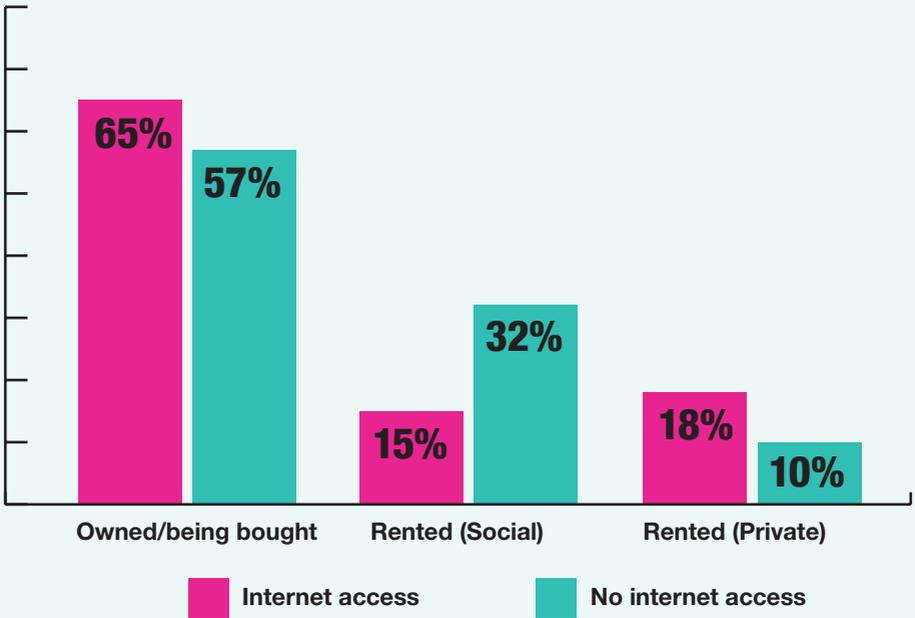
Our unique methodology ensures that we reach all sections of society – including the 14% of the public who are not online (Source: British Social Attitudes 2015). Those unable to take part on the web can do so over the phone.

This way, we are inclusive of groups who typically suffer from digital exclusion, like those aged over 65, on low incomes, with a disability, with low levels of education or living in social housing.

Including the off-line population is fundamental to representative research. Their views and characteristics often differ significantly from the general population - even on issues not directly related to digital participation.



## Tenure of housing by internet access



Source: NatCen's British Social Attitudes survey - 2015

Our 4-week fieldwork period means we make multiple attempts to encourage people to take part. This means we don't just speak to people who are readily-available, who tend to be different to those that are harder-to-reach. This also means our results aren't swayed by the news events of a day.



## Swift

The time between commissioning questions to data delivery is as little as 8 weeks. Our panel provides a probability-based method within a timeframe that allows funders to make a timely response to current events.

## Enriching your data

Because NatCen is a full-service social research agency, we offer panel funders reduced rates on other services, like questionnaire design and testing, advanced data analysis and qualitative follow-up. What's more, we can provide advice on complementary data, including over 30 years of trends from the British Social Attitudes survey.

# Numbers in brief



Data collected online and over the phone over a **4-week period**



Surveys run **6 times per year**, with an interview length of up to **15 minutes**



Expected sample size up to **2,500**



Adults aged **18+** in England, Scotland and Wales



As little as **8 weeks** from commissioning questions to receiving data

# For more information

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