Representativeness of Our Sample

How do we ensure that the sample is representative of the people in your marketplace?

We Sample Strategically

Our carefully designed sampling plan ensures that the data we collect is reflective of the demographic distribution of the United States in terms of population-density and age. List Bullet

→ Sampling Example – According to our sample plan, we have a monthly quota of 20 people in County X. We know, by using Claritas data, that the population of this county tends to be older. Because of this, we will adjust our monthly quotas to collect data from seven people who are 65 and older, five people who are 45 – 64, four people who are 35 – 44, and four people who are 18 - 34. The neighboring county, County Y, has fewer residents, and they tend to be younger. Our sample plan would reflect this by having a smaller monthly quota that was distributed across the age categories accordingly.

We Weight Our Data Appropriately

After data are collected according to our sampling plan, we employ a systematic weighting procedure that assigns the appropriate weight to each respondent. What this means is that each respondent's answers will "count" for more or less than one "vote" depending upon the demographic distribution of the sample as it relates to the demographic distribution of the population. Specifically, our weighting procedure accounts for age, income, population, presence of children in the household, marital status, and ethnicity.

→ Weighting Example – After sampling appropriately within County X by age and population density, we have collected responses from 100 people. Using what we know from the Claritas Data about the percentage of people in the county who are married, we know that we should have collected data from 50 married people and 50 unmarried people. But because we sample by county and age, not by marital status, our sample does not necessarily mirror the population exactly in terms of marital status. In this example, we have gathered data from 40 married people and 60 unmarried people. To ensure that the views of married people are not under-represented (and vice versa), we will weight each response appropriately. We will let each married person have slightly more than one "vote" (1.25) and each unmarried person have slightly less than one "vote" (.83). In this way we are able to approximate what the total distribution of responses would look like if we had surveyed 50 married people and 50 unmarried people. Weighting does not change a respondent's answer; rather, it gives appropriate relative importance to the answer.