

## Sample

The sample was designed to provide a full representation of adult residents (18+) across Northern Ireland. The project aimed for an achieved 1200 sample of households using a telephone interview with one member of the household aged 18+. A sample of telephone numbers was selected using the “probability proportionate to size” method, which means numbers from across the country are selected in proportion to the number of households in each Province or area within that Province. A list of telephone numbers was purchased from a sampling organisation that provided sufficient addresses with telephone numbers to enable successful contact with 1200 interviews. The survey company (MRNI) purchased 4000 contact numbers to achieve this. This approach offered a very effective way of achieving a robust sample within a tight timeframe. MRNI used *stratified random sample* for the survey. The main strength of this approach is that it enables the company to *match the sample with the known demographics of each area* while maintaining an overall random sampling approach. Quotas were set for age, gender and religion within each of the 18 Electoral areas. Fieldwork was carried out between 18th May and 17th June 2011.

A comparison of first preference votes from the election and from the survey is below.

	Election Result %	Survey %
DUP	30.0	30.1
SF	26.9	26.1
UUP	13.2	15.0
SDLP	14.2	14.4
Alliance	7.7	9.0
TUV	2.5	1.9
Green	0.9	1.2
Other	<u>4.6</u>	<u>2.3</u>
Total	100.0	100.0

## PSAI involvement

The survey cost 15,000 pounds sterling. The PSAI extremely generously contributed 7,200 pounds sterling. The remaining costs were met from Queen’s University Belfast resources. Given the PSAI contribution, the survey is available for use by all PSAI members. It is hoped that the survey data will prove interesting and will be widely used for a wide range of purposes by as many members as possible.