

Summary of Sample and Research Methodology for Stockport, Greater Manchester - Household Survey

Source: Allegra Strategies Limited

Details	
Assignment:	Conduct 1650 telephone household surveys based on standard questionnaire
Location:	Stockport, Greater Manchester
Scope:	17 Zones across a total household population of 496,262 (Zones shown below)
Survey Method:	Telephone interviews with a random selection of households in each target Zone. The sample for each Zone was determined by weighting each Zone by the relative household size and age profile to ensure a highly representative sample. Interviews were conducted by Allegra Strategies in-house research team across all days of the week and between the hours of 10 am and 9pm to ensure a highly representative sample was attained. Approximately 17 interviewers were used to complete the project.
Sample Size:	1,676
Interview Dates:	4th December 2007 - 12th December 2007

Zone	No. of Interviews	% of Total Sample
	1676	100.0%
1	71	4.2%
2	100	6.0%
3	100	6.0%
4	100	6.0%
5	102	6.1%
6	122	7.3%
7	95	5.7%
8	101	6.0%
9	95	5.7%
10	110	6.6%
11	106	6.3%
12	68	4.1%
13	86	5.1%
14	99	5.9%
15	101	6.0%
16	110	6.6%
17	110	6.6%

Zone	Postcode Sector
1	SK1 2
1	SK1 3
1	SK1 4
2	SK2 5
2	SK2 6
2	SK2 7
3	SK3 0
3	SK3 8
3	SK3 9
4	SK4 1
4	SK4 2
4	SK4 3
4	SK4 4
4	SK4 5
5	SK5 6
5	SK5 7
5	SK5 8
6	SK6 1
6	SK6 2
6	SK6 3
6	SK6 4
6	SK6 5
6	SK6 6
6	SK6 7
6	SK6 8
7	SK7 1
7	SK7 2
7	SK7 3
8	SK7 4

8	SK7 5
8	SK7 6
9	SK8 1
9	SK8 2
9	SK8 4
10	SK8 3
10	SK8 5
10	SK8 6
10	SK8 7
11	SK12 1
11	SK12 2
12	SK22 1
12	SK22 2
12	SK22 3
12	SK22 4
13	SK23 0
13	SK23 6
13	SK23 7
13	SK23 9
14	M19 1
14	M19 2
14	M19 3
15	M22 0
15	M22 1
15	M22 4
15	M22 5
15	M22 8
15	M22 9
16	M34 2
16	M34 3
16	M34 5
16	M34 6
16	M34 7
17	M20 0
17	M20 1
17	M20 2
17	M20 3
17	M20 4
17	M20 5
17	M20 6
17	M20 8
17	M20 9