

ALLIGATOR

MaPS Need Survey Technical Report October 2021

Summary

This document details the approach to the design of the 2021 survey, the interviewing, weighting and data processing. This is a rigorous methodology and was designed to address the following key issues

- **Providing in depth and representative coverage of the UK population** achieved by employing ...
 - A large sample size of over 22,000 interviews
 - Booster samples of people from minority communities and Northern Ireland
 - Quotas and sophisticated weighting to ensure accurate representation by demographics including socially deprived and rural communities
 - Several different online panels each of which recruit their panellists from a variety of sources
- **Ensuring the quality of the data collected with**
 - Pilot interviewing followed by checks of the data collected
 - A two-stage process to remove duplicates and interviews where it appeared the respondent had not considered their answer to the questions properly

The questions asked were very similar to 2020 to allow comparability, but the survey evolves to keep us informed about changes in society. Examples from this year's survey include questions on non-typical employment such as the gig economy and Buy Now Pay Later (BNPL) which is growing in popularity.