

Value of FHRs Consumer Research: Annex 1 Sampling

Workshop one (England)

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Age	18 to 30	5	4
Age	31 to 50	7	4
Age	51 to 64	3	4
Age	65+	3	4
Gender	Male	9	8
Gender	Female	9	8
Gender	Other/Prefer not to say	-	No quota
Ethnicity	White (including White minorities)	14	Quotas to reflect the makeup of the region based on the population profile.
Ethnicity	Ethnic minorities (excluding White minorities)	0	Quotas to reflect the makeup of the region based on the population profile.
SEG	AB, C1	4, 4	Min 8
SEG	C2, DE	4, 2	Min 8

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Awareness of the FSA	Aware of FSA	8	A good mix, broadly reflecting national surveys
Awareness of the FSA	Limited awareness	4	A good mix, broadly reflecting national surveys
Awareness of the FSA	No awareness	6	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Aware	9	A good mix, broadly reflecting national survey
Awareness and use of FHRS	Limited awareness	5	A good mix, broadly reflecting national survey
Awareness and use of FHRS	No awareness	4	A good mix, broadly reflecting national survey

Workshop two (Wales)

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Age	18 to 30	3	4
Age	31 to 50	5	4
Age	51 to 64	2	4
Age	65+	4	4
Gender	Male	7	8
Gender	Female	7	8
Gender	Other/Prefer not to say	-	No quota

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Ethnicity	White (including White minorities)	9	Quotas to reflect the makeup of the region based on the population profile.
Ethnicity	Ethnic minorities (excluding White minorities)	9	Quotas to reflect the makeup of the region based on the population profile.
SEG	AB, C1	3, 6	Min 8
SEG	C2, DE	5, 4	Min 8
Awareness of the FSA	Aware of FSA	6	A good mix, broadly reflecting national surveys
Awareness of the FSA	Limited awareness	4	A good mix, broadly reflecting national surveys
Awareness of the FSA	No awareness	4	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Aware	9	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Limited awareness	5	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	No awareness	0	A good mix, broadly reflecting national surveys

Workshop three (England)

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Age	18 to 30	3	4

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Age	31 to 50	7	4
Age	51 to 64	3	4
Age	65+	3	4
Gender	Male	7	8
Gender	Female	9	8
Gender	Other/Prefer not to say	-	No quota
Ethnicity	White (including White minorities)	7	Quotas to reflect the makeup of the region based on the population profile.
Ethnicity	Ethnic minorities (excluding White minorities)	9	Quotas to reflect the makeup of the region based on the population profile.
SEG	AB, C1	2, 7	Min 8
SEG	C2, DE	6, 1	Min 8
Awareness of the FSA	Aware of FSA	8	A good mix, broadly reflecting national surveys
Awareness of the FSA	Limited awareness	4	A good mix, broadly reflecting national surveys
Awareness of the FSA	No awareness	4	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Aware	6	A good mix, broadly reflecting national surveys

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Awareness and use of FHRS	Limited awareness	8	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	No awareness	2	A good mix, broadly reflecting national surveys

Workshop four (Northern Ireland)

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Age	18 to 30	4	4
Age	31 to 50	5	4
Age	51 to 64	5	4
Age	65+	2	4
Gender	Male	8	8
Gender	Female	8	8
Gender	Other/Prefer not to say	-	No quota
Ethnicity	White (including White minorities)	16	Quotas to reflect the makeup of the region based on the population profile.
Ethnicity	Ethnic minorities (excluding White minorities)	0	Quotas to reflect the makeup of the region based on the population profile.
SEG	AB, C1	5, 4	Min 8
SEG	C2, DE	6, 1	Min 8

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Awareness of the FSA	Aware of FSA	8	A good mix, broadly reflecting national surveys
Awareness of the FSA	Limited awareness	6	A good mix, broadly reflecting national surveys
Awareness of the FSA	No awareness	2	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Aware	8	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Limited awareness	7	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	No awareness	1	A good mix, broadly reflecting national surveys