



GENDER DIFFERENCES IN PARTICIPATION IN, AND ATTITUDES TOWARDS, GAMBLING IN THE UK: Results from the 2004 NOP Survey

By Stephen Creigh-Tyte and John Lepper

**Technical Paper No 7
June 2004**

Stephen Creigh-Tyte and John Lepper are respectively Chief Economist and Economic Adviser in the Economics Branch of the Department for Culture, Media and Sport

The views expressed are those of the authors alone and cannot be construed as being endorsed by the Department for Culture, Media and Sport. An earlier version of this paper was presented at the 18th Annual Conference on Research, Prevention and Treatment of Problem Gambling in Phoenix 17-19th June 2004. The authors are grateful to Conference participants for helpful comments but bear the sole responsibility for any remaining errors of fact, logic or judgement.

INTRODUCTION

In February 2004, the Department for Culture, Media and Sport undertook a short study of some aspects of participation in, and attitudes towards, gambling in the UK (Creigh-Tyte and Lepper 2004). Four questions were asked of 2,945 adults over 18 years of age (see Annexe A).

In an earlier Technical Paper (Creigh-Tyte and Lepper 2004) the overall results of the survey were analysed. Few discernable variations in gambling behaviour by class, income or region were found. In addition, the survey method (Annexe B) did not permit analysis by ethnicity. However, a number of significant gender differences can be seen and are reported here.

This DCMS Technical Paper comprises four sections. First, participation in gambling by women is analysed. Second, attitudes towards various forms of gambling are described. Third, the views of women about the strictness of regulation of gambling are explored. Fourth, conclusions are drawn.

Three main conclusions are reached. First, women participate less in most forms of gambling and are usually less regular participants than men. Second, women are more negatively inclined to most forms of gambling than men. Third, women tend to favour stricter control of most forms of gambling than do men.

PARTICIPATION

Preceding 12 Months

Subjects were asked whether they had spent their own money on a number of forms of gambling in the preceding 12 months and 71% of adults (68% of women and 73% of men) were found to have done so. The overall level was significantly lower than the 73% comprising 68% of women and 76% of men found in the British Prevalence Study in 1999 (Sproston et al 2000).

Compared with 1999, a larger proportion of women played bingo in 2004, but fewer women gambled on the National Lottery, other lotteries, scratchcards, football pools, fruit machines, horse races and private bets. Between 1994 and 2004, there was no change in the proportion of women betting on dog races or events.

In all forms of gambling, except bingo, proportionately fewer women than men gambled in the previous 12 months. The results are summarised in Table 1. The difference was particularly marked in the cases of fruit machines and private bets where 9% more men gambled than women and betting on horses where the difference was 8%. By contrast, and in stereotypical fashion the survey showed that in the case of bingo 7% more women than men participated.

TABLE 1
PARTICIPATION IN FORMS OF GAMBLING IN PAST 12 MONTHS
 (%; Adults over 18 years; n= 2,945)

	Men	Women	Total	Difference (1)	Female Bias (2)
National Lottery	64	58	61	* -6	-0.10
Other lottery	8	7	7	-1	-0.14
Scratchcards	17	15	16	-2	-0.13
Pools	7	4	5	* -3	-0.60
Bingo	5	12	9	* +7	+0.78
Fruit Machines	14	5	9	* -9	-1.00
Private Bets	12	3	7	* -9	-1.29
Betting on horses	15	7	11	* -8	-0.73
Betting on dogs	6	2	4	* -4	-1.00
Betting on events	7	1	4	* -6	-1.50
Betting Exchanges	1	neg	neg	-1	n.a.
Table Games	3	1	2	* -2	-1.00
Internet	2	1	1	** -1	-1.00
Any Other	1	1	1	0	0

neg Negligible.

n.a. Not Applicable.

* Statistically significant at the 1% level of significance

**Statistically significant at the 5% level of significance

Notes:

1. Men % minus Women %.

2. Difference as % of Total. Positive levels indicate female bias negative levels indicate male bias.

In the above table, the difference between male and female rates of participation shown as a proportion of total participation is used to measure whether or not participation in a particular form of gambling is gender biased. If bias can be taken as a measure of the degree to which particular forms of gambling are feminised then the National Lottery, other lotteries, scratchcards, bingo and Any Other are the forms of gambling which are least male dominated. All other forms of gambling are male dominated.

It is remarkable that, ignoring Any Other, all the feminised forms of gambling are reliant on the generation of random numbers. Hence, it is all the more remarkable that gambling on fruit machines should be as male-dominated as it is. This may be because in the UK fruit machines are located in places which are not frequented by women on their own. Or merely, that current controls on machines mean that they do not provide the same sort of “life changing” chance that is supplied by other forms of gambling such as the National Lottery.

Preceding 7 Days

Those who gambled in the previous 12 months were also asked if they had gambled in the previous 7 days. The positive respondents were assumed to be representative of the number of regular gamblers in the population.

In all forms of gambling except that on scratchcards and bingo, men were more likely to have gambled in the preceding 7 days than women. In the case of scratchcards, women participated in the past 7 days at the same rate as men and in the case of bingo women were three times as likely to have participated in the past 7 days as men. The results are summarised in Table 2.

TABLE 2
PARTICIPATION IN FORMS OF GAMBLING IN PAST 7 DAYS
(%; Adults over 18 years; n= 2,945)

	Men	Women	Total	Difference (1)	Female Bias (2)
National Lottery	43	39	41	** -4	-0.10
Other lottery	3	2	2	-1	-0.50
Scratchcards	5	5	5	0	0
Pools	5	2	3	* -3	-1.00
Bingo	2	6	4	* +4	+1.00
Fruit Machines	6	1	3	* -5	-1.67
Private Bets	4	1	2	* -3	-1.50
Betting on horses	5	1	3	* -4	-1.33
Betting on dogs	1	neg	1		n.a.
Betting on events	2	neg	1	1	n.a.
Betting Exchanges	neg	0	neg	n.a.	n.a.
Table Games	neg	0	neg	n.a.	n.a.
Internet	neg	0	neg	n.a.	n.a.
Any other	neg	neg	neg	n.a.	n.a.

neg Negligible.

n.a. Not Applicable.

* Statistically significant at the 1% level of significance

** Statistically significant at the 5% level of significance

Notes:

1. Men % minus Women %.

2. Difference as % of Total. Positive levels indicate female bias negative levels indicate male bias.

Among those who gambled in the previous 7 days a pattern of gendered gambling is evident which is similar to that found among those who gambled in the previous 12 months. Again, the National Lottery, scratchcards and bingo appear to be least male dominated.

However, if regularity of gambling is analysed then the gender differences are much less obvious. We measure the regularity of gambling by the ratio of the percentage of people gambling in the past 7 days to the larger percentage

who gambled in the past year. For most forms of gambling, where a comparison is possible, there are differences between the proportions of regular gamblers who are men or women. The results are shown in Table 3.

TABLE 3
REGULAR GAMBLING BY SELECTED MODE
(%; Adults over 18 years; n = 2,945)

	Men (1)	Women (1)	Total (1)	Difference (2)	Female Bias (3)
National Lottery	67.2	67.2	67.2	0	0
Other lottery	37.5	28.6	28.6	-8.9	-0.31
Scratchcards	29.4	33.3	31.3	+3.9	+0.12
Pools	71.4	50.0	60.0	-21.4	-0.36
Bingo	40.0	50.0	44.4	+10.0	+0.23
Fruit Machines	42.9	20.0	33.3	-22.9	-0.69
Betting on horses	33.3	14.3	27.3	-19.0	-0.70

Notes:

1. % who gambled in past 7 days as % of those who gambled in past 12 months.
2. Men % minus Women %.
3. Difference as % of Total. Positive levels indicate female bias negative levels indicate male bias.

Among those who gamble, National Lottery is the form of gambling most likely to be regularly purchased followed by pools and bingo. There appears to be no gender bias in the regularity of National Lottery participation. However, women are more likely than men to be regular consumers of bingo and scratchcards. By contrast, men are more likely than women to be regular consumers of horserace betting, fruit machines, pools and other lotteries.

ATTITUDES

Subjects were asked how favourably they considered different forms of gambling. Respondents were asked if they considered each type of gambling very favourably, favourably, neither favourably nor unfavourably, unfavourably, very unfavourably or if they had no opinion.

The most usual response was that people were neither favourably nor unfavourably inclined towards gambling. Exceptions to this pattern are lotteries which were viewed favourably by a majority of men and women, bingo which a majority of women viewed favourably, fruit machines and the internet which a majority of men and women viewed unfavourably. In addition, apart from bingo and betting exchanges, fewer women than men are prepared to express an opinion on the main forms of gambling. The full results are set out in Table 4.

TABLE 4
ATTITUDES TO GAMBLING
(% of each row; Adults over 18 years; n = 2,945)

	Very unfavourable		Unfavourable		Neither favourable nor unfavourable		Favourable		Very favourable		Don't know	
	M	W	M	W	M	W	M	W	M	W	M	W
Lotteries	7	6	12	12	23	25	42	42	7	6	9	10
Scratchcards	13	10	24	23	26	29	21	22	2	2	13	14
Betting Offices	13	13	21	25	29	32	18	11	2	1	17	19
On-course	12	11	18	21	27	29	21	14	4	1	18	23
Bingo	10	8	17	13	28	28	23	29	4	6	18	16
Fruit Machines	16	18	29	30	23	25	15	9	2	1	14	16
Private Bets	11	14	21	23	31	32	15	9	2	1	20	22
Casinos	14	15	23	23	30	30	13	12	2	neg	18	20
Internet	22	22	25	27	23	24	5	3	1	neg	23	24
Betting Exchanges	13	14	19	20	26	26	5	3	1	neg	37	37

M Men.

W Women.

For the most part women are far less favourably inclined towards gambling than men. When “very unfavourable” and “unfavourable” responses are combined under a “Generally Unfavourable” heading and “very favourable” and “favourable” responses are combined under a “Generally Favourable” head it becomes possible to calculate a balance of opinion about the various forms of gambling. The results are set out in Table 5.

TABLE 5
BALANCE OF OPINION
(%; Adults over 18 years; n = 2,945)

	Men (1)	Women (1)	Total (1)	Difference Between Men and Women
Lotteries	+30	+30	+30	0
Scratchcards	-14	-9	-13	* +4
Betting Offices	-14	-26	-21	* -12
On-course	-5	-17	-9	* -12
Bingo	0	+14	+7	* +14
Fruit Machines	-28	-38	-33	* -10
Private Bets	-15	-27	-21	* -12
Casinos	-22	-26	-24	** -4
Internet	-42	-46	-43	** -4
Betting Exchanges	-26	-31	-28	* -5

* Statistically significant at the 1% level of significance

** Statistically significant at the 5% level of significance

Note:

1. Generally Unfavourable (Very unfavourable + unfavourable) minus Generally Favourable (favourable + very favourable).

Only two forms of gambling are viewed generally favourably on balance. In the case of lotteries both men and women are equally favourably inclined. However, women are more favourably inclined to bingo than men.

All other forms of gambling are viewed on balance generally unfavourably, and, except in the case of scratchcards, women are more unfavourably inclined than men to all forms of gambling. Participation in betting in betting offices, on-course betting, private bets and fruit machines is male dominated and these forms of gambling are considered most unfavourably by women.

REGULATION

Respondents were asked if they felt that the regulation of each form of gambling should be more strict, less strict, was about right or if they had no opinion.

In all cases, except fruit machines, and the internet the majority of both men and women who are prepared to express an opinion believe the existing regulations are “about right”. However, in the case of fruit machines a majority of women, though not of men, believe that regulation should be stricter. In the case of the internet a majority of men and women prepared to express an opinion favoured stricter control. The full results are to be found in Table 6.

TABLE 6
ATTITUDES TO REGULATION
(% of rows; Adults over 18 years; n = 2,945)

	More strict		About right		Less strict		No opinion	
	M	W	M	W	M	W	M	W
Lotteries	16	16	61	60	3	2	20	22
Scratchcards	25	22	49	49	2	1	24	28
Betting Offices	14	19	55	42	2	1	29	38
On-course	13	15	52	41	2	1	34	43
Bingo	8	8	58	60	3	2	31	30
Fruit Machines	32	37	39	31	2	1	27	31
Private Bets	14	16	41	31	2	1	42	52
Casinos	19	22	45	37	3	1	34	40
Internet	34	38	24	16	1	1	41	46
Betting Exchanges	16	18	28	20	1	1	55	62

M Men.

W Women.

When the more strict opinions are compared with the less strict ones, a balance of opinion in favour of stricter control is apparent. This shows that except in the cases of lotteries, scratchcards and bingo women favour stricter

control of gambling than men. This pattern is particularly marked in the cases of fruit machines, casinos and betting offices. In the cases of lotteries, scratchcards and bingo there is little difference in the balance of opinion between the genders. The full results are produced in Table 7.

TABLE 7
BALANCE OF OPINION ON THE REGULATION OF GAMBLING
 (%; Adults over 18 years; n = 2,945)

	More Strict minus Less Strict Men	More Strict minus Less Strict Women	Difference between Men & Women
Lotteries	+13	+14	-1
Scratchcards	+23	+21	+2
Betting Offices	+12	+18	* -6
On-course	+11	+14	** -3
Bingo	+5	+6	-1
Fruit Machines	+30	+36	* -6
Private Bets	+12	+15	** -3
Casinos	+16	+21	* -5
Internet	+33	+37	** -4
Betting Exchanges	+15	+17	-2

* Statistically significant at the 1% level of significance

** Statistically significant at the 5% level of significance

CONCLUSION

Participation in and attitudes towards gambling and its regulation are gender related in the UK.

Women participate less in most forms of gambling and are usually less regular participants than men, although these differences are less marked than in 1999 (Sproston et al 2000). The so-called feminisation of gambling (Productivity Commission 1999, Abbott and Volberg 2000) has yet to occur in the UK.

Moreover, women are more negatively inclined to most forms of gambling than men. Finally, women tend to favour stricter control of most forms of gambling than do men.

REFERENCES

- Max Wenden Abbott and Rachel Ann Volberg (2000): "Taking the Pulse on Gambling and Problem Gambling in New Zealand: A Report on Phase One of the 1999 National Prevalence Survey", Report Number Three of the New Zealand Gaming Survey, Department of Internal Affairs, Wellington, June 2000.
- Stephen Creigh-Tyte and John Lepper (2004): "Survey of Participation in, and Attitudes towards, Gambling: Key Findings from the 2004 NOP Survey", Department for Culture, Media and Sport, Technical Paper No. 4, London, April 2004.
- Productivity Commission (1999): "Australia's Gambling Industries: Inquiry Report", Productivity Commission, Canberra, December 1999.
- Kerry Sproston, Bob Erens, Jim Orford (2000): "Gambling Behaviour in Britain: Results of the British Gambling Prevalence Survey", National Centre for Social Research, London, June 2000.

ANNEXE A

QUESTIONS FOR GAMBLING QUESTIONNAIRE

Have you spent your own money on any of the following activities in the last 12 months?

Tickets in the National Lottery Draw (including Thunderball)

Do not include scratchcards

Tickets for any other lottery

Do not include scratchcards

Scratchcards

Do not include newspaper scratchcards

Football pools or 'fixed odds' coupons

Bingo tickets

Fruit machines

Private bets or playing games with friends and colleagues

Do not include betting with a bookmaker

Betting on horse races

Do not include private bets with friends or colleagues

Betting on dog races

Do not include private bets with friends or colleagues

Betting on other events with a bookmaker like 49s,
sports events or election outcomes

Do not include private bets with friends or colleagues

Betting on a betting exchange

Table games (roulette, cards or dice) in a casino

Betting on the Internet

Another form of gambling for money (please specify)

.....

Have you spent your own money on any of the following activities in the last 7 days?

Tickets in the National Lottery Draw (including Thunderball)

Do not include scratchcards

Tickets for any other lottery

Do not include scratchcards

Scratchcards

Do not include newspaper scratchcards

Football pools or 'fixed odds' coupons

Bingo tickets

Fruit machines

Private bets or playing games with friends and colleagues

Do not include betting with a bookmaker

Betting on horse races

Do not include private bets with friends or colleagues

Betting on dog races

Do not include private bets with friends or colleagues

Betting on other events with a bookmaker like 49s,
 sports events or Election outcomes
Do not include private bets with friends or colleagues
 Betting on a betting exchange
 Table games (roulette, cards or dice) in a casino
 Betting on the Internet
 Another form of gambling for money (please specify)

What is your attitude to various forms of gambling? Is it generally very favourable or favourable or neither favourable nor unfavourable or unfavourable or generally very unfavourable or do you have no opinion? Please score your opinion on a scale from 1 for very favourable to 5 for very unfavourable or say if you have no opinion.

1	2	3	4	5	
Very favourable	Favourable	Neither favourable nor unfavourable	Unfavourable	Very unfavourable	No opinion

Lotteries
 Scratchcards
 Betting at Betting Offices
 On-course betting
 Bingo
 Fruit machines
 Private bets
 Casinos
 Internet gambling
 Betting exchanges

Irrespective of your personal attitude to gambling do you think the control of different forms of gambling should be more or less strict or is the control about right or do you have no opinion?

More Strict	About Right	Less Strict	No Opinion
-------------	-------------	-------------	------------

Lotteries
 Scratchcards
 Betting at Betting Offices
 On-course betting
 Bingo
 Fruit machines
 Private bets
 Casinos
 Internet gambling
 Betting exchanges

ANNEXE B
SURVEY METHOD

NOP RANDOM LOCATION OMNIBUS SAMPLE DESIGN

The NOP Random Location Omnibus employs a quota sample of individuals with randomly selected sampling points. The sample design is essentially a 3-stage design, sampling first parliamentary constituencies, then output areas within those selected constituencies and finally respondents within the output areas. The sample is based on 175 sampling points.

The selection of Parliamentary Constituencies

The first-stage sampling units for the survey are parliamentary constituencies, selected in the following way. The 641* parliamentary constituencies of Great Britain are classified into the Register General's ten Standard Regions. In Scotland, a further classification was by the new Strathclyde Region and the rest of Scotland. In Wales, the South East was classified separately from the rest of Wales. Within each Standard Region, constituencies are classified into four urban/rural types as follows:

1. **Metropolitan county**

Those constituencies which lie completely within the area of the eight Metropolitan Counties of Great Britain. It is appreciated that such areas now technically do not exist but they are still convenient building blocks for sample design.

In the case of the North West Standard Region, which contains two Metropolitan Counties, the constituencies of the Greater Manchester MC were classified and listed separately from those of the Merseyside MC. Similarly, for the Yorkshire and Humberside Standard Region, the constituencies of the South Yorkshire MC were listed separately from those of the West Yorkshire MC.

In Greater London, constituencies north of the river Thames were listed separately from those south of the river. These were further sub-divided into east and west for each side of the river.

* For practical reasons, two constituencies (Orkney and Shetland, and Western Isles) are not included in the sampling frame from which constituencies are selected.

2. **Other 100% Urban**

All urban constituencies, other than Metropolitan County constituencies, in which the population density was greater than 7 persons per hectare.

3. **Mixed Urban/Rural**

Constituencies, consisting of a mixture of urban and rural local authority areas, in which the population was greater than 1.5 and less than 7 persons per hectare.

4. **Rural**

Constituencies, consisting of a mixture of urban and rural local authority areas, in which the population density was less than 1.5 persons per hectare.

Within each of the resultant 46 cells, as a final stratification, constituencies are listed in order of the percentage of people resident in households whose head is in socio-economic Groups 1, 2, 3, 4 or 13 (approximates to Social Grades A&B).

When all the constituencies have been listed in the above way, the electorate of each constituency is entered on the list and a cumulative total of electors by constituency is formed. The selection is done in the following way. From the file of 639 constituencies, a sample of 175 must be drawn. To draw this sample, the following procedure is undertaken. The total number of cumulative electors (N) on the list is divided by 175 and a random number between 1 and N/175 is selected.

This random number identifies an elector, in the cumulative total of electors, and the constituency this elector is in becomes the first selected constituency in the sample. To obtain the other 174 constituencies, the sampling interval N/175 is added on 174 times to the initial random number. This produces 175 cells all containing N/175 electors. Within each cell a random number between 1 and N/175 is selected. This random number identifies an elector, in the cumulative total of electors for that cell, and the constituency this elector is in is selected. This procedure is repeated for all 175 cells. Thus a sample of 175 constituencies is produced.

The Selection of Output Areas

Within each selected constituency, an output area is selected for each wave of the Omnibus. These output areas are selected at random, but with some stratification control so that the sample of areas drawn is representative of the sample of constituencies and therefore of Great Britain in demographic terms. The variables used for stratification are essentially age, sex, social class, and geodemographic profile (Mosaic classification). Once the areas have been selected, the profile of the aggregated set of areas is checked against the national profile to ensure that it is representative. Each area is a small area, containing in average around 150 households. Each output area is therefore homogenous, with the people living within it being fairly similar in social grade terms.

Therefore, when quotas are set for interviewing within each output area, the variables we control for are age and sex within working status. No quota is set for social grade, as the selection of areas ensures that the sample is balanced in this respect.

This procedure is repeated for each wave of the Omnibus, producing a different sample of areas for each week of fieldwork.

The Selection of respondents

For each selected output area, a list of all residential addresses is produced. This listing is taken from the Postal Address File, which is a listing of all addresses within Great Britain, and is updated monthly. The interviewer uses this list to identify the households at which they can interview. Overleaf is an example of a typical output area address listing. 12 people are interviewed within each area.

SAMPLE POINT WAVE 1	100	
LU5 6AR	LEIGHTON ROAD,TODDINGTON,DUNSTABLE,BEDS	81 :83 :85 :91 :97 :101 :110 :112 :114 :116 :117 :121
LU5 6AR	LEIGHTON ROAD,TODDINGTON,DUNSTABLE,BEDS	COBBLERS HALL 119 121
LU5 6AS	LEIGHTON ROAD,TODDINGTON,DUNSTABLE,BEDS	THE PADDOCKS
LU5 6BB	MEADOW ROAD,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :19 :20
LU5 6BB	MEADOW ROAD,TODDINGTON,DUNSTABLE,BEDS	21 :22 :23 :24 :26 :28 :30 :32 :34 :36 :7A
LU5 6BD	FRENCHMANS CLOSE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :20 :21
LU5 6BD	FRENCHMANS CLOSE,TODDINGTON,DUNSTABLE,BEDS	22 :23 :24 :25 :26 :27 :29 :31 :33 :35 :37 :39 :41 :43 :45
LU5 6DA	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :19 :21
LU5 6DA	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	22 :23 :24 :25 :26 :27 :28 :29 :30 :31 :32 :33 :34 :35 :36 :37 :39
LU5 6DB	LAKEFIELD AVENUE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :19 :20
LU5 6DB	LAKEFIELD AVENUE,TODDINGTON,DUNSTABLE,BEDS	21 :22 :23 :24 :25 :26 :27 :28 :29 :30 :31 :32 :33 :34 :35 :36 :37
LU5 6DB	LAKEFIELD AVENUE,TODDINGTON,DUNSTABLE,BEDS	38 :39 :40 :41 :42 :43 :44 :45 :46 :47 :48 :49
LU5 6EX	BRYANT WAY,TODDINGTON,DUNSTABLE,BEDS	2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :19 :20 :21
LU5 6EX	BRYANT WAY,TODDINGTON,DUNSTABLE,BEDS	22 :23 :24 :25 :26 :27 :28 :29 :30 :31 :32 :33 :34 :35 :36 :37
LU5 6EX	BRYANT WAY,TODDINGTON,DUNSTABLE,BEDS	23A
LU5 6EY	BRYANT WAY,TODDINGTON,DUNSTABLE,BEDS	38 :39 :40 :41 :42 :43 :44 :45 :46 :47 :48 :49 :50 :51 :52 :53 :54
LU5 6EY	BRYANT WAY,TODDINGTON,DUNSTABLE,BEDS	55 :56 :57 :58 :59 :60 :61 :62 :63 :64 :65
LU5 6FE	RANDALL DRIVE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :19 :20
LU5 6FE	RANDALL DRIVE,TODDINGTON,DUNSTABLE,BEDS	21 :22 :23 :24 :25 :26 :27 :28 :29 :30 :31 :32 :33 :34 :35 :36 :37
LU5 6FE	RANDALL DRIVE,TODDINGTON,DUNSTABLE,BEDS	38 :39 :40 :41 :42 :43 :44 :45 :46 :47 :48 :49 :50 :51 :52 :53 :54
LU5 6FE	RANDALL DRIVE,TODDINGTON,DUNSTABLE,BEDS	55:56:00
LU5 6JA	HOLMFIELD CLOSE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8
LU5 6JB	PEARTREE CLOSE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15
LU5 6JD	FRENCHMANS CLOSE,TODDINGTON,DUNSTABLE,BEDS	47 :49 :51 :53 :55 :57 :59 :61 :63 :65 :67 :69 :71 :73 :75 :77
LU5 6QE	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	41 :43 :45 :47 :49 :51 :53 :55 :57 :59 :61 :63 :65 :67 :69 :71 :73
LU5 6QE	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	75 :77
LU5 6QF	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	38 :40 :42 :44 :46 :48 :50 :52 :54 :56 :58 :60 :62 :64 :66 :68 :70
LU5 6QF	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	72 :74 :76 :78 :80 :82 :84 :86 :88 :90 :92 :94 :96
LU5 6QP	THE HYDE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4

In addition to the address listing for an output area, the interviewer is also given a quota sheet, which determines what sort of people they must interview. Each interviewer must interview 12 people within an output area, and the quotas are different for each area in order to reflect the demographic profile of that area. Overleaf is an example of a quota sheet.

The quotas are set in terms of age and sex within working status. No quota is set for social class, as the selection of output areas ensures that the sample is balanced in this respect.

QUOTA SHEET

Constituency	BEDFORDSHIRE MID
Constituency number	2152A47
Sample code	100

	SET	ACHIEVED
15-34	5	
35-54	4	
55+	3	
Men full-time	3	
Men not full-time	2	
Women working	3	
Women not working	4	

POST-SURVEY WEIGHTING

Given that the sample is controlled by quotas, the final demographic profile should be fairly close to that of the target population. However, the sample will be examined at each Omnibus wave to ensure that the profile is as it should be. The sample will, if necessary, be weighted in order to ensure that it is representative in terms of known population data on age, sex, social class and region, reproduced below.

Age/Sex	%	Class	%
15-24 Male	7.7	A	2.4

25-34 Male	8.5	B	15.7
34-44 Male	9.2	C1	28.6
45-54 Male	7.9	C2	21.3
55-59 Male	3.8	D	15.1
60-64 Male	2.9	E	16.9
65-70 Male	3.1		
71+ Male	5.2		
15-24 Female	7.5		
25-34 Female	8.6		
35-44 Female	9.4		
45-54 Female	8.0		
55-59 Female	3.7		
60-64 Female	3.1		
65-70 Female	3.4		
71+ Female	8.0		
Standard Region	%	TV Net Region	%
North	5.3	London	20.0
Yorkshire & Humberside	8.6	Midlands	16.1
East Midlands	7.3	North West	11.6
East Anglia	3.9	Yorkshire	10.2
GLC	12.8	Central Scotland	5.9
South East exc. GLC	19.5	Wales & West	8.1
South West	8.7	South & South East	9.5
West Midlands	9.1	North East	4.8
North West	10.8	East	7.5
Wales	5.1	South West	2.9
Scotland	8.9	Border	1.2
		North Scotland	2.2

Sources:-

Standard Region	- Registrar Generals
Age/Sex	- Registrar Generals
Social Class	- NOP Random Surveys
ITV Region	- BARB