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Birmingham Household Survey
for
Nexus Planning

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in and around the Birmingham City Council area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 2402 interviews were conducted between Thursday 23rd June and Saturday 30th July 2022. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 24 zones defined by postcode sector. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	B4 7, B4 6, B5 5, B5 4, B3 1, B2 5, B3 3, B3 2, B1 2, B1 1, B2 4, B1 3, B19 3	60
2	B18 5, B18 4, B18 7, B18 6, B16 0, B5 6, B16 9, B16 8	102
3	B21 9, B20 2, B20 1, 21 8, B21 0	102
4	B9 4, B8 1, B6 5, B6 4, B7 5, B7 4	102
5	B42 2, B42 1, B44 8	102
6	B20 3, B6 7, B6 6, B19 2, B19 1	103
7	B44 0, B23 5, B44 9	102
8	B73 6, B73 5, B74 2, B74 4, B74 3, B75 5	103
9	B76 9, B76 2, B75 6, B72 1, B76 1, B75 7	102
10	B24 9, B23 7, B23 6, B24 8, B24 0	102
11	B36 0, B35 7, B36 9, B34 6, B33 9, B35 6, B34 7	102
12	B8 3, B8 2, B36 8	103
13	B10 0, B9 5, B10 9	102
14	B33 8, B26 1, B25 8, B33 0, B26 2, B26 3	102
15	B11 2, B11 3, B27 6, B27 7, B28 8, B28 0, B28 9	102
16	B12 0, B11 1, B12 9, B12 8	102
17	B13 8, B11 4, B14 7, B13 9	101
18	B14 4, B13 0, B14 6, B14 5	102
19	B30 1, B29 7, B30 3, B30 2	101
20	B15 1, B5 7, B15 3, B15 2	101
21	B17 8, B17 0, B17 9	101
22	B29 5, B29 4, B29 6	101
23	B31 3, B31 2, B38 8, B31 4	101
24	B31 3, B31 2, B38 8, B31 4 B32 4, B32 3, B45 0, B31 5, B31 1, B32 2, B32 1	101
Total		**2402**

1.3.2 Telephone Numbers

The landline numbers are generated through a process known as Random Digit Dialling (RDD), whereby we start with known 'seed' numbers and then generate all possible number combinations around these. Known business numbers are removed and the remaining numbers are randomly sorted to give each number the same and equal chance of being selected.

The benefit of using RDD numbers (as opposed to those generated from pre-existing lists such as telephone directories and Electoral Register entries) is that ex-directory numbers are also included in the survey sample. In practice, this means that the sample provided is in no way preselected, and that consumers who had opted-out of providing their telephone contact details to directory operators had the opportunity to take part in the research, thereby removing potential bias in the sample.

Mobile numbers were also included in the survey sample to further increase the inclusivity of the survey, given the increase in the number of mobile-only households amongst certain demographic groups (especially younger people and lower income households). These numbers are generated from a variety of commercial sources, where permission has been given to use such contact information for research and marketing purposes.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.4 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the

main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	27.8%	438	1.8158
35-44	20.3%	369	1.6033
45-54	16.4%	246	0.9205
55-64	15.1%	393	0.4646
65+	20.4%	1056	1.8158
Total		**2402**	

Further weightings were then applied to the zone date, to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	37,228	60	77	1.0951
2	46,080	102	96	0.8872
3	50,593	102	105	0.8834
4	31,537	102	66	0.5154
5	35,938	102	75	0.8348
6	48,573	103	101	0.8062
7	45,009	102	94	1.0752
8	65,259	103	136	1.2926
9	51,179	102	106	1.1562
10	59,645	102	124	1.1640
11	65,539	102	136	1.4188
12	42,330	103	88	0.8410
13	44,461	102	92	0.7076
14	73,956	102	154	1.3622
15	77,829	102	162	1.4266
16	33,276	102	69	0.6642
17	44,248	101	92	1.0090
18	49,778	102	104	1.1629
19	42,881	101	89	0.9701
20	32,895	101	68	0.9404
21	27,589	101	57	0.6839
22	33,225	101	69	0.8600
23	45,360	101	94	1.0200
24	70,233	101	146	1.3639
Total	**1,154,641**	**2402**	**2402**	

* Source: 2011 Census

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 2402 answers "Yes" to a question, we can be 95% sure that between 48.0% and 52.0% of the population holds the same opinion (i.e. +/- 2.0%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.2%
20%	±1.6%
30%	±1.8%
40%	±2.0%
50%	±2.0%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone Filtered Nulls & SFT

(Weighted) Part 1

Appendix 2:

Data Tabulations

By Zone Filtered Nulls & SFT

(Weighted) Part 2

Appendix 3:

Data Tabulations

By Q30 (Weighted) Part 1

Appendix 4:

Data Tabulations

By Q30 (Weighted) Part 2

Appendix 5:

Sample Questionnaire

Appendix 6:

Map