

Quota Sampling



Who is TNS?



TNS world leader

Since October 2008 TNS is part of **Kantar (WPP)**,

- Over 20 companies in 80 countries
- Half of our clients in Fortune Top 500



Leader in custom research in Spain & in the world

Specialization by Sector



We talk our Client's language

Over 300 clients,

TNS Operations

A complete organisation, with resources of its own, for the production process of any market research



Three centrally-located offices (Two in Madrid + one in Barcelona, a total of 2400m²), exclusively dedicated to operations

■ Teams organisation:

- Project management
- Personal and telephonic fieldwork.
- Coding.
- Programming and Tabulation
- Postal & Internet. Panels management.
- Design of samples, training, quality control
- Quotes and planning control
- Application development
- Administration and general services

Information collection

In 2010, we conducted over **1.5 million interviews**, in over **800** different **studies**, using all the information collection systems:

- Personal
- Telephone
- Postal
- Internet



The **quality of the responses** is guaranteed by the extensive experience and professionalism of our **interviewers**, all in-house, by the levels of **supervision**, by the transparency of all production processes and by the systematic quality control systems in place.

All of the **Universe and Samples designs** are drawn up with the participation of our **own Statistics Department**, through the consultation and updating of official sources, in such a way that the representative nature is guaranteed on the various aggregation levels.

Quality and classification certifications

We are constantly pursuing continuous improvement in all our processes, demonstrating a will to cater to the specific needs of all our clients with the high added value that has characterised us for over 30 years of experience in market research in Spain.

At TNS, we believe in the continuous improvement of the quality of our services as a way of improving our client satisfaction.

TNS is currently certified by the UNE-ISO 20252:2006 governing *Market, Opinion and Social Research* to guarantee that all studies are conducted under the international quality standards.



Quality and classification certifications

A photograph of a person sitting on a green lawn, wearing a bright pink skirt and a white top. The person is barefoot and their legs are spread out. The background is a lush green lawn.

In all our studies, we abide by the International Code of Marketing and Social Research Practices established by ICC/ ESOMAR (The World Association of Research Professionals[1]), as a way of maintaining the trust of our clients.

TNS holds the maximum classification for Tenders to the Government granted by the Treasury Governing Body, Grupo L, Subgrupo 03, Categoría D as a market research company, consultant and provider of data services via surveys or other computerised means.

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Quota Sampling

AUTHOR

José Luis Melero

CLIENT

Universitat Pompeu Fabra

SECTOR

TNS

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| © TNS



What is Quota Sampling?

1



What is quota sampling?

- Individuals are not randomly selected, instead they have to meet a number of requirements and characteristics.
- The underlying reasoning behind quota sampling is that **if the sample effectively represents the population characteristics** that have a greater correlation with the study variable, this will also be correctly represented.
- There are a large number of tasks behind quota sampling: census, probabilistics, multipurpose consumer understanding and studies of issues such as water hardness.

What is quota sampling?

- However, this is partially correct. In practice, we can only use quotas of the most important characteristics.
- Including many other characteristics that are also related to the study variable needs to be dealt with in other ways, such as reweighting.
- **It is all about cost-effectiveness.**

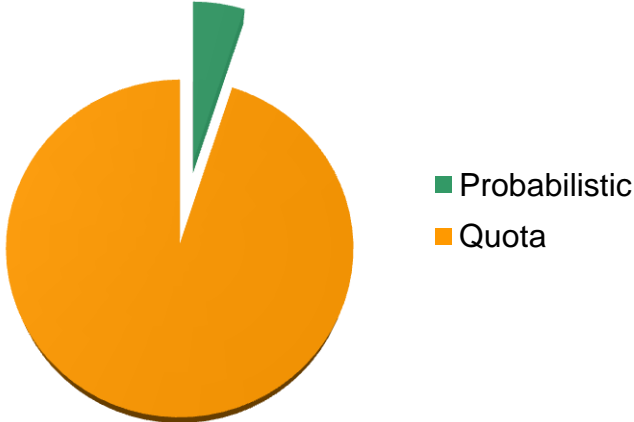
Quota sampling in business context

2

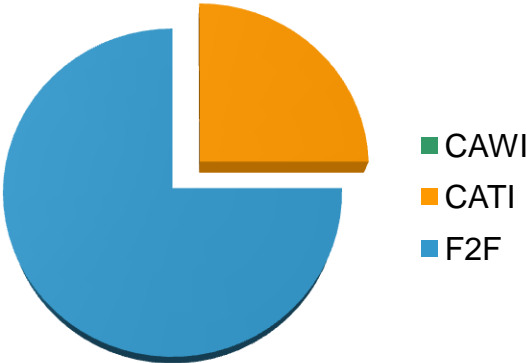


Quota sampling in business context

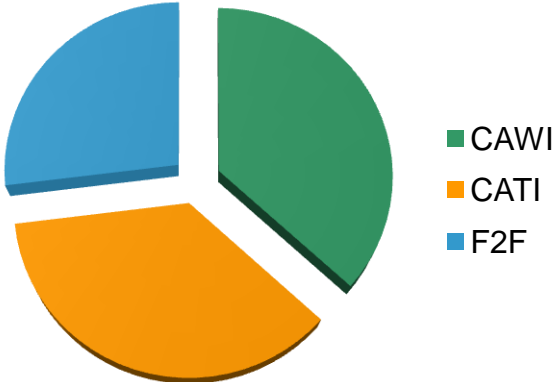
% Surveys



Probabilistic



Quota



A journey through quota sampling

Innovation

- Name
- Price
- Concept
- Packaging
- Promotions
- Product formulation
-

Communication

- Ad PreTest
- Ad PostTest
- Ad Tracking
- Brand Image
-

Market Understanding

- Purchase funnel
- Usage & Attitudes
-

Marketing Objective Action Standard

- New brand
- Growth brand
- Established brands
-

- Optimisation
- Screening
- Brand price trade-off
- Volume sales
- ...

Target

- Brand users
 - Heavy
 - Medium
 - Light

- Category users
 - Non users
 - Prescribers
 - Decision makers
 - ...

Sample/Legs

- 100 1
- 200 2
- 3
- 400

- 20,000

Brand = product, service, person or place

A journey through quota sampling

An example

- Marketing issue: a **New Product Formulation Test**
- Choice of the sample/target in 3 typical scenarios:
 - (a) New brand
 - (b) Growth brand
 - (c) Established brand
- Representativeness
- Sample size

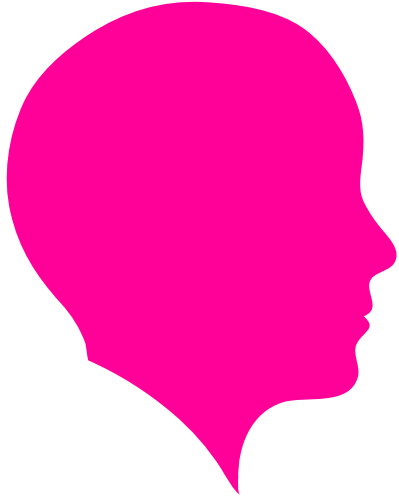


Quota sampling in practice. A case study & general learnings

3



The marketing issue



When **choosing the sample/target** in the testing formulation, variables must necessarily be a function of the precise **marketing objectives underlying the test** and the **structure of the particular market**.

In general, **the better the definition** of the appropriate sample or sub-sample, then **the more directly usable** the information that will be derived from the test.

Choosing the sample. Scenario 1



a) New brand

- Either representative sample of the **target groups specified** previously as being appropriate for the development (if in doubt, the wider the better).
- And/or a representative **sample of the relevant population** in order to determine both its general acceptability and more specifically those people to whom it would likely have the greatest appeal.

Choosing the sample. Scenario 2



b) Growth brand

- Where brand developments are being considered with a view to increasing either the size or share of the market or both, it will be essential to determine the views of both **current brand users and non-users.**
- Even within these simple usage definitions, there usually lies a more sophisticated loyalty structure reflecting **frequency of purchase, repertoire purchases, occasional usage and other factors.**

Choosing the sample. Scenario 3



c) Established brand

- In those instances where brands are no longer in an active growth phase, it will usually suffice to restrict the testing of product performance effects, often associated with cost savings, to **existing regular and occasional users of the brand**.
- The precise definition of users will inevitably depend on market penetration and share of the brand concerned. For brands with a low franchise it may be uneconomic to recruit users, and in these cases a representative sample of the **relevant population** should be used.

Representativeness

- ➔ A second issue relating to sample structure is **adequate representation and/or matching cells and sub-samples when testing several alternatives.**
- ➔ Within the basic user groups that are defined for a given test, particular attention must be paid to ensuring that comparable sub-samples are matched well on all characteristics that might lead to artificial differences in product perception themselves.

Representativeness

■ For most types of product performance testing, it is advisable to consider variables such as:

■ General:

- Age/gender
- Region/size of habitat

■ Product related:

- Family size/presence of children
- Habit or behavioural factors
- Usage frequency and purpose
- Equipment ownership or accessibility
- Water hardness
- ...

Representativeness

Of these numerous potential influences, **certain key parameters will need to be used to set “quotas” for respondent sample selection and matching, either in parallel or interlocked.**

Interlocked quotas per interviewer

Barna	30-40 y.o.	41-50 y.o.
Heavy users	2	2
Light users	2	2

- Users of x 1
- Users of y 1

In parallel quotas per interviewer

- Barcelona 8
- Heavy users 4
- Light users 4
- 30-40 y.o. 4
- 41-50 y.o. 4
- Users of x 4
- Users of y 4

Randomly selected census tracts (or not)

After each interview, we skip 20 households/5 floors/change building.

Representativeness

Other aspects will need to be considered retrospectively **via data analysis or frequency distributions**. Post-matching will need to be carried out if disparities arise, e.g. by re-weighting, to make it representative of the referent population.

Note: *In addition, non-proportional allocation is used for improving estimates using the same sample size.*

For example, to estimate brand share in a product's sale, there may be areas where the prevalence of a brand is greater; in other areas, market share may be more evenly allocated. The first areas will be more homogeneous and a similar accuracy may be obtained with a smaller number of interviews.

Sample size

1 The optimal sample size for any product test is for it to be **large enough** to allow for confident conclusions and decisions to be made against the stated objectives, but **not so large as to be uneconomical**. There is no allowance made for design effects arising from sampling and interviewer effects.

2 **Existing prior knowledge** of the category relating to similar tests and acceptability measures should be used as guidelines for the optimisation of sample size.

Sample size

3 In the absence of appropriate information, previous experience suggests the following minimum “effective” sample sizes will be appropriate.

In Monadic testing,

- 150 respondents per product, representative of the target population, when there is no analysis by sub-group
- 150 respondents per product per sub-group (e.g. 150 regular users plus 150 occasional users = 300 users in total) (appropriately weighted to give a users total).

What is quota sampling?

1 We set quotas on the main characteristics of the **population** that have a greater correlation with the study variable

2 We reweight the sample if necessary in order to consider other characteristics that are also related to the study variable.

Supported by a large number of tasks.

It is all about cost- effectiveness

THANK YOU

DISCOVER



Julián Camarillo, 42 (Edificio Treviso)
28037 -Madrid,
Tel : +34 91 432 87 04
Web: www.tns-global.es

José Luis Melero
Client Service Director

